

You Going To Do With It?

Important Notice

Again we find it necessary to draw your attention to the proper address of Mr. Blakely, Manager of our Lithograph Department in Cleveland.

This is the proper address. Look it over and use this form only for addressing communications to Mr. Blakely:

**MR. F. H. BLAKELY, MANAGER
LITHOGRAPH DEPARTMENT
MORGAN LITHOGRAPH CO.
PAYNE AVE. & 17TH STREET
CLEVELAND, OHIO**

Mail is still going to the Cleveland Exchange, which in turn has to be sent over by messenger to Mr. Blakely. This naturally takes up a lot of time and as most communications are for requests of immediate shipments, it would seem important enough to regard the above address as the right and only one.

Omit the phrase "Famous Players-Lasky Corp." in your address to the Lithograph Dept.

Milwaukee Says:

Did you ever stand around and listen to someone pan the fellow who is working and getting by? Surely you have, for it happens every day in the week and hour in the day. But how often did you ever hear the fellow who is working and getting by take time to knock the chap who isn't so fortunate? Seldom if ever, does it occur. The man who is working is too busy with his work and too engrossed with his own ambitions to waste time by picking out the faults of others. That's one reason why he is a success.

If everyone who feels inclined to criticise or knock the other fellow would stop a moment and think before he speaks, he probably would walk away without opening his mouth. And don't be two-faced. Don't praise a person to his face and sear him with sarcasm behind his back. If you think that sort of thing pays, just observe the fellows who make a practice of it, and you'll find they are usually counted as "FAILURES."

Don't tease the exhibitor to buy our product. When a salesman begins to BEG, it is quite evident that he has no ARGUMENTS to present.—*Bernstein.*

They say in the papers that business is standing still. Yes, it is just waiting for the LIVE SALESMAN to go after it.—*Hirsch.*

A centipede is credited with one hundred legs that move as one—that's co-operation. The Milwaukee Exchange reminds me of a centipede.—*Gary.*

A Detroit



Miss Violet Dodd

We consider it quite a coup to get this picture, even if it is a sedan. This is Miss Violet Dodd of the maintenance department at the Detroit Exchange. Miss Dodd was recently starred in a local made motion picture, she appeared in one scene which was 15 frames long (before cutting). It is only natural that after such a season in the movies that she should enter the motorist class. The make of the car is unknown but a bystander remarked as the picture was taken—"that car and two bits is worth a quarter."

The Road You Travel

By Hal Hodes

Cosmopolitan Sales Mgr.—Home Office

There are two roads over which a salesman can travel.

One is the Line of Least Resistance.

The other, Pluggers' Route.

Because Pluggers' Route is the harder road to negotiate, many salesmen choose the Line of Least Resistance.

This road touches such points as "I've-Done-Enoughville," "Take-It-Easyton" and "All-I'm-Being-Paid-For Junction." Its terminals are "Firedboro" and "Punk Salary Valley."

No organization has room for the man who travels over the Line of Least Resistance. Particularly is this true of the Famous Players-Lasky Corporation.

The product that company has to offer is far too valuable to be intrusted to such a chap.

Cosmopolitan Productions takes a keen, personal interest in every man who sells Paramount Pictures.

Confident of the ability of Paramount salesmen it has invested millions of dollars to make this season's Cosmopolitan pictures the best it has ever produced.

Desiring to aid Paramount salesmen in placing its product Cosmopolitan Productions is spending hundreds of thousands of dollars in newspaper advertising.

The Line of Least Resistance man will ignore these facts. The traveller over Pluggers' Route will put them to work for him and so let them help him in reaching Promotion Heights, which is the terminal of that road.

Which of the terminals you reach depends upon yourself. Giving the best that is in you to your organization every minute of your working day, is the best way of announcing your decision.

PARAMOUNT PEP

"BUT ABOVE ALL THINGS,
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees
of the*

FAMOUS PLAYERS-LASKY CORPORATION
Its Contents are Strictly Confidential

PAUL L. MORGAN - - - - - Editor

Vol. 6 DECEMBER 26, 1921 No. 26

Analyzation of One's Self

"With Famous Players-Lasky Corp. watching at all times and doing everything possible to develop Employees for more responsible positions with the Organization, as also working hard thru their Exchange Service Department to better conditions and build up the Morale of its employees, it becomes clear after a very careful survey and study made from an analytical standpoint, that some of its members are and were handicapped in their work thru lack of concentration and thoroughness.

It is true, that while perhaps these weaknesses are the most outstanding, there are others which are almost as fatal to our Company in the respects of obtaining that degree of efficiency we must attain and achieve to not alone benefit our own Corporation but to also show the Exhibitor and the Exhibition World that we are not falling behind in that which we are at all times selling "SERVICE."

With the vast amount of detail work in our Exchanges which is necessary to carry out the routines and systems of our Company, it is now more than ever before, necessary that employees use a superlative degree of both intelligence and accuracy—for if one will give careful thought and time to the matter, they cannot help but arrive at the decision that with the complex problem F. P. L. Corp. has to solve in this solution, simplicity would have to be subordinated to thoroughness if the two are incompatible.

Now to bring the employees of a corporation such as F. P. L. (our own big family) to the comprehension of their weak points without checking confidence in themselves, as also induce them to make serious efforts to correct their shortcomings as also to guard against them, is the problem and work of the Exchange Service Department, and while we are at all times devoting considerable time and thought in this direction, the idea of this editorial is to ask each and every one connected with our large family, and Corporation, to read this title "Analyzation of One's Self," and after reading, set themselves in the direction to give that help and cooperation, whereby that efficiency we must attain and the goal we must achieve, to realize our ambitions, will be easily gained and had."

"TOM" KILFOIL.

From Milwaukee



H. A. Simons

The opening of the Milwaukee Exchange brought Mr. H. A. Simons into our big family in that exchange in the capacity of Chief Accountant.

We extend a hearty welcome to him and know he will enjoy being a Paramounteer.

Detroit News

By Al Boasberg

The future looks rosy for Paramount employees. Cosmopolitan is giving us "Back Pay" and we have also been promised "Rent Free."

What Zone do they give salesmen who don't work?

The O-Zone.

Salesman Thos. Harper reports that while purchasing a pair of shoes, the Shoeman inquired if he took "long jumps"; on answering in the affirmative, he was urged to buy Kangaroo Leather.

This exchange is working at top-speed, getting contracts and dates and giving service and satisfaction.

Fool's Paradise was screened in Toledo, for the trade and Press and the comments were 100% gratifying, the consensus being expressed by one exhibitor who said "Paramount has another record-breaker."

Rutherford Ramsey insists that he stripped all the gears on his Hupmobile and had to come home on neutral.

We all admit that our responsibility does not cease until our pictures are in the hands of the ultimate consumer—the public, therefore the exploitation pamphlets are being received with great joy, by the salesman, they are sales builders and insure the business health of our exhibitors—we do not HOPE our pictures do business—we make sure that they do.

Mr. and Mrs. Famous and Family,

The Detroit Exchange unites in wishing you the Happiest of New Years—May God visit his blessings on you, and reward you with continuous happiness, prosperity and that contentment which goes with health and peace.

C'mon Boys—A Bigger and Better Year

Another Good Tie-Up

MISS LULU BETT



THIS IS AN APPLETON BOOK
D. APPLETON & COMPANY

"MISS LULU BETT" IS NOW A Paramount Picture

From coast to coast the word has spread that "Miss Lulu Bett" is a novel no one should miss reading who turns to fiction for enjoyment. Hundreds of eminent critics and writers and thousands of average novel readers have acclaimed it as one of the finest of American novels.

"Humor and insight combine in Zona Gale's book, 'Miss Lulu Bett,' to make a story that is certain to appeal to every reader who enjoys real human beings in the pages of a novel. Lulu Bett herself is a masterpiece. Throughout the tale runs a shining line of humor, lighting the various characters, warming the whole book."—Hillgarde Hawthorne in the Chicago Daily News. "Drops everything else and begins Zona Gale's 'Miss Lulu Bett.'"—Hoywood Brown in the N. Y. Tribune. Price \$1.75



THIS IS AN APPLETON BOOK
D. APPLETON & COMPANY
PUBLISHERS NEW YORK

MISS LULU BETT

GALE



Produced as a Paramount Picture.

WILLIAM deMILLE

PRODUCTION
with Lois Wilson, Milton Sills,
Theodore Roberts, Helen Ferguson

MISS LULU BETT



THIS IS AN APPLETON BOOK
D. APPLETON & COMPANY

Here is the special jacket for "Miss Lulu Bett," which was designed by our advertising department to cover volumes of the novel throughout the active run of the William deMille production. Through arrangement with D. Appleton & Co., publishers of Miss Gale's novel, all copies of the book now being distributed to booksellers are now encased in this jacket, and the firm is requesting its dealers to get in touch with exhibitors showing the picture so that co-operative window tie-ups, etc., may be effected.

The jacket is printed in two colors, red and black, and will make a very attractive window display.

Salesmen are advised to inform exhibitors of this exploitation help so that they may take steps toward securing prompt and effective co-operation from the booksellers.

The Success Family

The father of Success is Work.
The mother of Success is Ambition.
The oldest son is Common Sense.
Some of the older boys are Perseverance, Honesty, Thoroughness, Foresight, Enthusiasm, and Co-operation.

The oldest daughter is Character.
Some of her sisters are Cheerfulness, Loyalty, Courtesy, Care, Economy, Sincerity and Harmony.

The baby is Opportunity.
Get acquainted with the "old man" and you will be able to get along pretty well with the rest of the family.

The Rotator, San Diego, Cal.

PEP'S NURSERY RHYMES — LITTLE PIG WENT TO MARKET

THIS BOY COULDN'T LAND CONTRACTS	BUT THIS WISE LAD CAPTURED SOME	THE REASON FOR THAT WAS SIMPLE	—CAUSE PEP HAD JECTER HAND HIM ONE

Three Scenes from Indianapolis



Pep's cameraman was kept pretty busy the other day getting a shot of these Indianapolis celebrities.

In the photo on the left is Miss Beatrix Webber, who is the Form 40 clerk.

In the center photo you see some of the Indianapolis Exchange girls climbing the ladder of fame. Reading from top to bottom: Ted Smith, Mamie Gebhardt, Freda Monroe, Cecelia Hershowitz, Winifred Maldon, Mrs. Thompson, guarded by Mildred Latta and Miss Leach.

The photo on the right gives you a good look at the fellows who handle the shipments. They are Jack Finn (left) and Harry Stevens (right).

Fountain Honored

Before Frank Fountain, home office special representative, left the Milwaukee Exchange, the following gentlemen presented him with a gold fountain pen and pencil: Al. E. Bernstein, Manager; M. M. Hirsch, Harry Simons, M. E. Gore and R. C. Gary.

Mr. Fountain did wonderful work at the Milwaukee Exchange in assisting all the department heads to get started and the following speech by Mr. Bernstein expresses the sentiments of the entire personnel:

"Frank, in behalf of all of us present, and considering your departure for New York tonight, I am going to deliver a little treatise on 'Write,'

"According to the saying, 'Two Wrongs Don't Make a Right,' and 'Right is Right'; however, there are all kinds of people and some are always right and others right except when proven wrong.

"Now, in order that you may write and continue to be right, I take great pleasure in presenting this little gift to you as a token of appreciation for your co-operation and efforts while at this office, and your good fellowship."

MR. PEP SAYS:

Exert every day a little more energy and you will soon break the bands that seem to hold you.

Dinner to Buxbaum

After the completion of a most successful drive of the New York territory, which was known as Buxbaum week, in December, a lively dinner was given at the Hotel McAlpin last week.

H. H. Buxbaum, known as "Bux," who is District Manager of the New York State exchanges, was the central figure.

The feature of the evening was the presentation of a beautiful watch to Mr. Buxbaum from Adolph Zukor, which was engraved with a token of appreciation for Mr. Buxbaum's loyal support to the organization.

Later in the evening Will Rogers dropped in and kept the boys in stitches with his side-splitting remarks.

There were also three vaudeville acts.

Those attending the dinner from the Home Office were S. R. Kent, E. E. Shauer, F. V. Chamberlin, Jerome Beatty, Henry Salisbury, H. E. Elder, G. E. Akers and Al Hodes.

Mr. J. C. Graham, our General Foreign Representative, was also a guest.

Those from the New York Exchange attending the dinner were, H. H. Buxbaum, Harry Danto, Paul Swift, Fred Greene and the entire sales and accounting force.

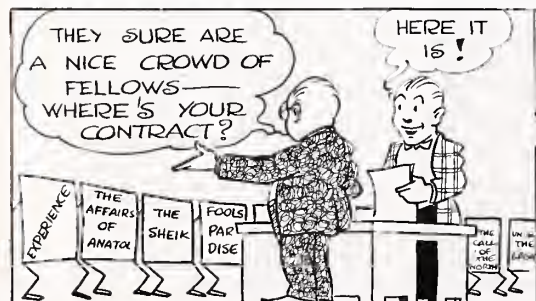
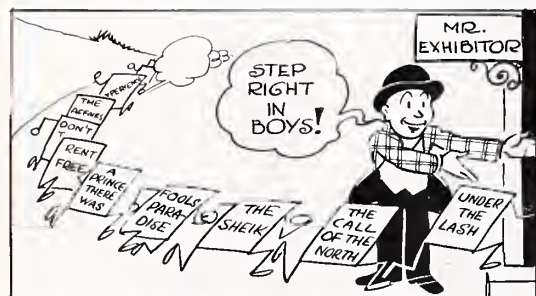
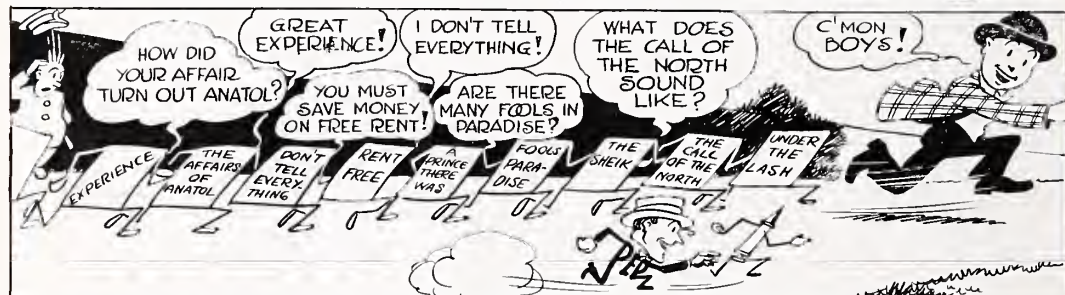
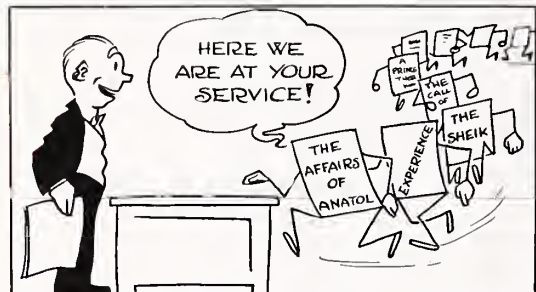
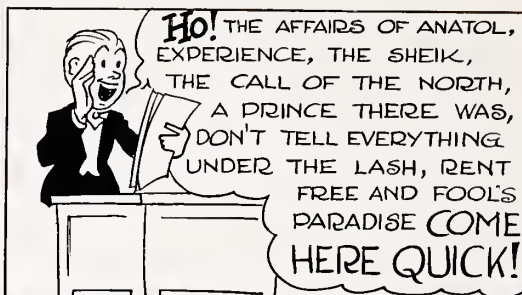
The F. F. in Efficiency



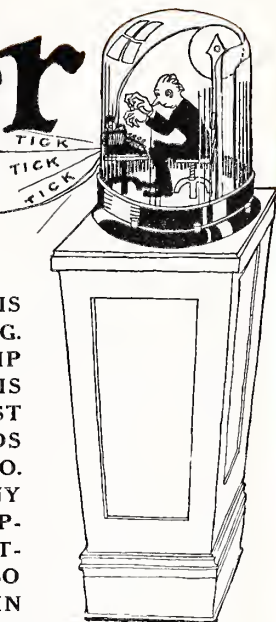
When Frank Fountain left the Milwaukee Exchange, R. C. Gary, the exploiteer and cartoonist there, expressed the Milwaukee Exchange's opinion of Frank in ink by the above cartoon.

Look it over carefully.

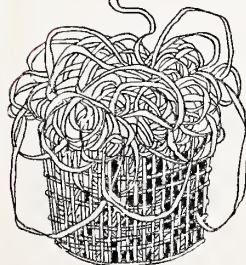
Pep Takes His Gang With Him



Pep's Ticker



GEORGE MELFORD HITS TOWN—HE IS KEPT BUSY WITH INTERVIEWS . . . H. G. BALLANCE RETURNS FROM LIVELY TRIP TO THE EXCHANGES . . . MIKE LEWIS HAS GONE BACK TO THE COAST . . . MY! HOW THE CHRISTMAS CARDS DID FLY IN AND OUT OF THE H. O. . . . FITZMAURICE AND HIS COMPANY ARE STILL FIGHTING THE STRIKE PROPOSITION IN ITALY . . . JOHN S. ROBERTSON AND HIS COMPANY ARE ALSO HANDICAPPED BY THE WEATHER IN SPAIN TAKING THE INITIAL SCENES OF SPANISH JADE . . . MEL SHAUER FINALLY GOT HIS CLOCK HOME . . . PEP SAYS WHAT YO' GOIN' TO DO WHEN THE COLD WEATHER COMES . . . H. O. MAILING DEPARTMENT LOOKED LIKE A CENTRAL STATION FOR CHRISTMAS PACKAGES DURING THE HOLIDAYS . . . SPECIAL JACKET OUT ON LULU BETT . . . SEE STORY . . . H. O. ART DEPARTMENT DOING SOME GREAT WORK—BEING KEPT VERY BUSY . . . TOM KILFOIL NOW IN NEW YORK RECOVERING FROM A RECENT ILLNESS . . . HE IS COMING ALONG NICELY AND WE HOPE TO SEE HIM ON HIS FEET SOON . . . LOUIS MARCUS VISITED THE DENVER EXCHANGE RECENTLY . . . R. J. McMANNUS TAKING UP HIS DUTIES AS MANAGER OF KANSAS CITY OFFICE . . . E. P. O'NEIL, SALESMAN AT KANSAS CITY HAS BEEN ASSIGNED TO ZONE 3 . . . AFTER A 32-PAGE ISSUE WE ARE SCOURING THE MOUNTAINSIDES FOR NEWS . . . DON'T FORGET TO OBSERVE YOUR NEW YEAR'S RESOLUTIONS . . . A GOOD ONE TO MAKE IS TO SWEAR YOU'LL SEW YOUR ZONE UP SOLID . . . CONGRATULATIONS TO THE WATCH WINNERS—THEY WORKED HARD AND DESERVE ALL THEY RECEIVED . . . YOU CAN ALSO CONGRATULATE THE PEP CORRESPONDENTS—THEY HAVE DONE FAITHFUL SERVICE TO THEIR MAGAZINE . . . NIELSON, OF FOREIGN DEPT., ARRIVES BACK FROM SCANDINAVIA—AND THEN HE DONE WENT AND GOT MARRIED—CONGRATULATIONS . . . JOHN DAY GETS IN FROM SOUTH AMERICA . . . J. C. GRAHAM BACK FROM WESTERN TRIP . . . STORES DEPT. HAD SOME PEPPY XMAS PARTY AT WAREHOUSE—TELL YOU ALL ABOUT IT NEXT WEEK . . . SEE YOU NEXT WEEK—PEP.



A New Year's Resolution—

From Denver



We want all of our Pep friends to meet and know these two young ladies from our Denver office.

Reading from left to right they are: Misses Morris and Soran, two typical Colorado lassies.



CINCINNATI EXCHANGE

Correspondent—Samuel Cohen
Assistant Correspondent—Mildred Kerr

The "AFFAIRS OF ANATOL" has had the same effect on some exhibitors in our territory as love has on some people. In other words they simply could not restrain themselves from bursting forth into poetry. The following telegram was received a few days ago: "The sun is shining bright on all twelve stars tonight."

There is no denying the fact that "Mike" Hughes, our cyclonic branch manager, has taken the whole sales department by storm. As evidence we point to the fact that we distinctly heard one of the salesmen burst forth with, "Well, for the love of Mike ———." So you see they even swear by him."

Gene Haddow, office manager par excellence, had been promising the accounting department a window shade for 'steen months. Every time the window shade was mentioned, Gene would make another promise. Finally, Irene Leake, the accounting bookkeeper, asked him point-blank when the window shade would be forthcoming. "The fact is," replied Gene, as he backed six feet away, "the company that manufactured these window shades has gone out of business." Quick as a flash Irene responded, "Aw, gwan, that's only a blind."

After reading in PEP that the stork had visited Mr. John Hicks in Australia, the consensus of opinion was expressed by one of the people in the office as follows: "Now that he has a baby he won't need an alarm clock,"—a sentiment in which every married man heartily concurred.

Ed Junk, the accessories shipping clerk, is a very modest chap with a big bump of humor. The other day he announced the fact that there was electricity in his hair. "That proves conclusively that I'm a live wire," he pointed out solemnly. Such logic is worthy of a statesman!

Copper Shoes—The Latest

Horses in This Production Must Be Shod With Copper—There's a Reason

Peculiar conditions are frequently required of producers when outside locations are engaged, and one of the most unusual is that which will be complied with by us in making exterior scenes for Dorothy Dalton's new picture, "Tharon of Lost Valley," on the Crocker-Huffman 55,000-acre ranch near Merced, Cal.

The horses used must all be shod with copper!

The reason for this is that the steel shoes usually worn by horses strike against the flint rock in the hills and may cause a fire which would be disastrous to the already scarce and dry feed growing on the ranges.

So the many steeds used in the round-up and other scenes scheduled to be made on this location will all wear copper shoes, which will not strike fire against the flint rock.

Paul Powell is directing the production and is now at work in the studio but will start in the near future for the ranch, which is one of the largest stock ranches in the country. Jack Mower, who was one of the leading players in Cecil B. DeMille's "Saturday Night," recently completed, has the male lead.

DENVER EXCHANGE

Correspondent—Wm. T. Phillips

Mr. Renaud, our Exploitation Representative, has just returned from a most successful trip to Trinidad, Colorado, where he exploited the "AFFAIRS OF ANATOL."

Mr. Goldblatt, our able assistant to the accessories shipping clerk, has been suspected of dire things as this excerpt from a conversation indicates:

"Why change your wife, Abe?" queried Mr. Quint, shipping clerk, as a PEP reporter happened to pass.

Strange to say, the conversation ceased immediately upon the discovery of the presence of this PEP reporter, therefore this is all the information we can give upon the subject at present.

Mr. Marcus, our District Manager, visited us for two days last week and gave the office a general "once-over."

He departed for his offices at Salt Lake City without saying when he'd be back, but we hope it'll be real soon.

Mr. Wilson, our new Branch Manager, is keeping things humming nicely about the office, and everyone thinks he is a decided success with the reins of this exchange in his hands.

Your Zone 100% Sold

We're Sorry

On page three, first column of the November 28th issue of Pep, an official warning was given regarding a person going under the name of Max Parker and representing himself as a Paramount Art Director in the South.

In connection with this statement we perhaps did not make ourselves quite clear on this point as we have a real Max Parker who is now an art director at the West Coast Studio in Hollywood, and it is our own Max Parker that this swindler has been impersonating.

To know the real Max Parker better, you will find a picture of him in the August 22nd issue of Pep, and we hasten to apologize to Max for not making the original warning a little clearer.

So, if you happen to come across the real Max Parker, don't arrest him, because he is a good fellow and we need him at the West Coast, but be on the lookout for a fellow who is impersonating him as it is not likely that the real Max Parker will leave Hollywood on any kind of a tour.

Handwritten signature

"Smiles Never Tire"

Do you realize that we get tired of almost everything under the sun, except smiles? That's a fact. We get tired of eating, tired of dancing, tired of working, tired of playing, and (confidentially) we even get tired of making love. But was there ever yet a person who tired of seeing a face illumined with a happy, kindly, understanding smile? We believe not.

We never tire of gazing into eyes that twinkle and have "crows' nest" wrinkles in the outer corners. We are always glad to see a mouth that turns up at the corners every time it speaks to us. The possessor of features that behave like that needs no other identifying mark to stamp him as a friend of man. He is as welcome to our hungry gaze as the sight of an American flag is to a Yankee in a strange land.

It is said that it takes the combined operation of 65 muscles to produce a frown, but only 13 to produce a smile. So, for the sake of efficiency, than if for no other reason, we ought to smile instead of frown. It's less work, and it's easier on the face.

Submitted by,

Miss Billie Mistele,
Kansas City Pep Correspondent.

MR. PEP SAYS:

Be a whirlwind at your work, but don't puff and then die out like a gale. Make your puff a continual push.

We Get a Letter

Dear Editor:

Zone 5 of the Cincinnati Exchange as you probably know, is the heart of West Virginia's coal field.

Just right now an extremely severe wave of economy is being practiced by all the residents, due to necessity occasioned by lack of employment.

I was up on Little Coal River at a town that is best nameless just now. Talking to the exhibitor who is postmaster, storekeeper and proprietor of the show.

He was pretty hard boiled, no business you know—lost lots of money during the recent mine insurrection and all that stuff. While we were talking in came a boy from the living quarters in the back of the store, and said: "Paw, Maw wants a chew." He grumbled and a plug of Horseshoe made its appearance from his hip pocket. He bit off a fair sized chew, took it out of his mouth, gave it to the boy and said: "Tell Maw that's all she gets till after dinner."

I was tactless enough to laugh. That sort of made him mad or curious and he wanted to know what was funny. So I hedged and said that I was curious to know why he bit off the chew instead of sending the plug back to the lady. He said: "H—, that woman chews, 4 plugs a day if I give it to her. I can't buy her beans and bacon and chewin' all at the same time. Times are too hard."

This is a great country if you don't weaken. Best personal regards, I am

Very truly yours,

Bull Durham.

Handwritten signature

Another Dinner to "Bux"

The feast of the Romans had nothing on the Albany Exchange banquet given in appreciation of the results obtained during the recent drive entitled "BUXBAUM WEEK."

Mr. H. H. Buxbaum, New York District Manager, in whose honor the drive was instituted, arrived in Albany Monday, December 12th, and that evening the fatted calf, et al., was spread before the members of the Exchange in true epicurean style. If a banquet like it could be arranged for every Monday evening, we would all save money, as once a week would be all that any one could eat. During the evening, toasts were proposed (the word "drank" was censored) to the Famous Players-Lasky Corporation, Mr. H. H. Buxbaum, and David Lake, a member of the sales force, who was ill in the hospital could not attend. The party included Mr. Buxbaum, District Manager; Mr. M. W. Kemper, Branch Manager, and members of the sales, booking and shipping departments of the Exchange. The entire meeting was a great success and all agreed in Mr. S. R. Kent's slogan, "If You Believe It, It's So."



Contributing Editors:

A. H. SHIRK	-	-	-	West Coast Studio
F. MARTIN	-	-	-	London Studio
S. D. PALMER	-	-	-	Home Office

Leaks From Hollywood

By A. H. Shirk

Mme. Elinor Glyn is a keen observer and her watchful eye catches the slightest flaw in costume or setting, so that her assistance is invaluable to Sam Wood, director, in producing her story, "Beyond the Rocks," with Gloria Swanson as star and Rudolph Valentino in the male lead. Mme. Glyn declared that the two were ideally attractive as heroine and hero respectively. The famous British authoress arrived from England in record time, leaving immediately after the arrival of her little grandson—an event over which she is extremely happy and proud.

Wallace Reid is now at work in the studio—soon he will be piloting a tiny but powerful auto over the country for transcontinental race scenes in "Across the Continent," his new Byron Morgan story, which Philip E. Rosen is directing. Mary MacLaren is leading woman and Betty Francisco has a rather catty ingenue rôle.

Thomas Meighan is fighting imaginary bandits down on the border for "The Proxy Daddy," a new picture in which he stars with Leatrice Joy as his leading woman. It is in this episode that the real father of a lot of kiddies is killed and Tom is asked to be their proxy daddy—hence the name. Alfred Green is directing.

T. Roy Barnes says he has decided that mixed breeds of dogs are most intelligent because of the intensive training through which he has put a lot of nondescript canines for "Is Matrimony a Failure?" which James Cruze is directing. "They can eat sausage faster than I can feed it to 'em," says Barnes, "which proves that they are intelligent, doesn't it? Besides, they haven't bitten me once—of course if it had been Walter Hiers—but, never mind—they're fine dogs, every last one of 'em!"

Dorothy Dalton will soon be able to hit a dime, tossed into the air, with a six-shooter bullet, according to her associates on the set of "Tharon of Lost Valley." Paul Powell is directing and this picture will afford thrills enough to satisfy the most exacting.

William deMille is working hard on preparation for "Bought and Paid For"—Clara Beranger doing the adaptation of the famous Broadhurst play. Agnes Ayres and Jack Holt have the two rôles made notable by Julia Dean and Charles Richman. Walter Hiers will be seen in the part that Frank Craven created. "It will be a faithful translation of the original," said Mr. deMille.

Pupil and Teacher



Now we have another glimpse of what goes on behind sets at the West Coast Studio.

In the left-hand photo Theodore Kosloff is not giving Betty Compson very much encouragement, but in the right-hand photo he is evidently satisfied with her improvement as a toe dancer.

Miss Compson has worked at these little dancing escapades very diligently in preparation for her dancing scene in "The Noose," and if there is any one who knows the art of dancing it is Theodore Kosloff, as it will be remembered that Mr. Kosloff was the premier danseur of the original Russian ballet when it came to this country.

The Robertson Company in Spain

In Spite of Inclement Weather Spanish Authorities Extremely Hospitable to Robertson and His Company

By Frederick Martin—London

The Robertson Company are being double-crossed by the Clerk of the Weather at Seville, Spain. They are making "Spanish Jade." They have been three weeks in the most Spanish of all Spanish cities and only managed to get in a couple of days' work. The weather was beautiful when they arrived, but the cameras got held up on the frontier, and miles of red tape had to be unravelled before they were eventually released. And when they finally did arrive at their destination, the weather broke up, and the Company has been passing the time as best it can listening to Roy Byford and Frankie Stanmore indulging in "cross-talk" conversations and playing solitaire.

Mr. Robertson is enthusiastic on the subject of the wonderful co-operation he is receiving in his work from the authorities and the people with whom he comes in contact. He has chosen Carmona, a lovely little place about twenty-five miles distant from Seville, as his principal location, and the "alcade" and city fathers are tumbling over each other to oblige him in every way.

They rigged up their plaza with flags and flowers and booths for him to stage a typical Spanish "fiesta," and were tickled to death that he had chosen their city as a setting for his picture in preference to Seville. The unspoiled enthusiasm and the wonderful courtesy and hospitality of these people must be seen to be believed. It takes you back to patriarchal times, with which the almost Biblical atmosphere of the town, with its white, low-roofed houses and feathery palm trees, seem entirely in keeping. Every man, woman and child of the community is doing their bit to make the picture a success as far as they are concerned.

The alcade's nephew, who owns most of the olive groves in the district, has placed his house at the Company's disposal for dressing-room accommodation, and the "grave and reverend senors" of the City Council fairly vied with each other for the honor of converting their patios into a gambling centre for the fair scenes in the story. Neither has Mr. Robertson had any trouble to get his "extras," for all the town will turn out in its Sunday best on the day eventually set for the "fiesta," and we shall have all the fun of the fair in the real Spanish manner. It would be impossible to offer these people the usual wage for their services, for the Spaniard is as proud as a prince, even if he is a beggar. But the fact that most of the population of Carmona are in easy circumstances renders the obligation even more delicate to discharge. So Shaw Lovatt, Mr. Robertson's assistant director, has hit upon the happy idea of offering prizes for the best national costumes, the best dancers, and so on.

Thus the rather difficult problem will be solved in the best possible way, and in addition we shall have the assurance that everybody will strain every effort to make the festive scene a truly colorful reflection of the fire and warmth of Sunny Spain.

MR. PEP SAYS:

Utilize more golden moments of opportunity to better advantage.

A New Rôle



Betty Compson

When you see "The Noose," Betty Compson's latest, you will see this pretty star in an entirely new rôle.

She will be an Apache dancer and also a Parisian Cafe dancer and will wear some of the most striking costumes ever seen on the screen.



The Real Reel Stuff

If you can't go to the mountain, bring the mountain to you. That's Cecil B. DeMille's production motto and he put it in practice in the making of "Saturday Night," his latest, which is scheduled for release early in February.

For atmospheric reasons, Mr. DeMille wanted the effect of an elevated railway thundering past the windows of a tenement flat in which an important sequence of scenes were played. Since it was impossible for the Lasky studio to go to the New York "L," the elevated came to the Lasky studio.

Inasmuch as it wasn't necessary that this railway carry actual passengers, the cars were made of single thicknesses of building board and painted to resemble railway coaches. These were coupled together but instead of running on a track they ran on an overhead carriage from which they were suspended. Two of these overhead tracks were constructed each carrying a train of three cars. Motion was supplied by a gang of workmen, two large drums and the necessary cables.

The story of "Saturday Night" is by Jeanie Macpherson and the picture boasts of an all-star cast which includes Beatrice Joy, Conrad Nagel, Edith Roberts, Julia Faye, Edythe Chapman, Theodore Roberts, Sylvia Ashton, John Davidson and James Neill.

A Farewell



"Good luck—and a safe and speedy return."

So said "Toastmaster" Conrad Nagel on behalf of the cast of "Saturday Night" to Cecil B. DeMille on the eve of the latter's departure for Europe and Africa.

The occasion was a dinner scene in the latest DeMille picture at which most of the members of the cast were assembled. After the scene had been filmed the screen dinner developed into an impromptu farwell party for Mr. DeMille, who left immediately after the completion of the picture on a two months' vacation tour abroad.

Conrad Nagel acted as toastmaster and Cecil B. DeMille was awarded a place at the table between Nagel and Julia Faye, who also plays a prominent rôle in this production. The full cast includes Beatrice Joy, Conrad Nagel, Edith Roberts, Jack Mower, Julia Faye, Edythe Chapman, Theodore Roberts, Sylvia Ashton, John Davidson and James Neill. Winter Hall, Michael Ark and Mabel Washburn were among the guests at the table.

Thanks to prohibition, the farewell toast was pledged in ginger ale supplied by the property man on the set.

"Saturday Night" boasts of an original story by Jeanie Macpherson and the scenario is the product of the same versatile writer.



Back from Catalina

Gloria Swanson and company have returned from Catalina Island, where they were making scenes for "Beyond the Rocks," with Rudolph Valentino especially engaged for the male lead.

Immediately the company went on location again to the Lasky ranch. Sam Wood is directing the picture and Jack Cunningham adapted it for the screen. Elinor Glyn has come from Europe to work in conjunction with the director and others concerned, as she did in making her first screen story, "The Great Moment," with the same star and director.

Studio Production Report

"THARON OF LOST VALLEY"

Star: Dorothy Dalton

Director: Paul Powell

CAST

Dorothy Dalton	Howard Ralston
Jack Mower	George Field
Frank Campeau	Clarence Burton
Irene Hunt	Mrs. Dark Cloud
Will R. Walling	Fred Huntly

Started: Dec. 1st.

Finish uncertain.

The first four days of the past week were spent in filming the scenes in the interior of the Jim Last living room, where the dramatic incidents of Last's death and the avowal of Tharon, his daughter, to kill his murderer, Buck Courtrey, were enacted. On Friday and Saturday, the company went on location to a craggy exterior location near Los Angeles to film some of the wild country scenes.

"THE NOOSE"

Star: Betty Compson

Producer: Wm. D. Taylor

CAST

Betty Compson	Mahlon Hamilton
Theodore Kosloff	Lynore Lynnard
Neely Edwards	Edward Burns

Started Nov. 25th.

Finish uncertain.

A variety of settings formed the locale for scenes filmed during the past week. Last Saturday night, a big scene—the exterior of a Parisian court street was made. The other settings used during the week were the interior and exterior of the circus wagon containing the stage where the Harlequin and Columbine pantomime dancing act is executed by Miss Compson as Columbine and Theodore Kosloff as Harlequin. Action was also recorded in Coralyn's theatre dressing room and Coralyn's hotel boudoir. Today the sequence in a New York tea shop set was filmed. Miss Compson and Mr. Kosloff's dancing will be one of the artistic sensations of the picture.

"BEYOND THE ROCKS"

Star: Gloria Swanson

Director: Sam Wood

CAST

Gloria Swanson	Helen Dunbar
Rudolph Valentino	Raymond Blathwayt
Alec B. Francis	Gertrude Astor
Robert Bolder	F. R. Butler

Started: Dec. 2nd.

Finish uncertain.

Starting last Sunday morning, the company went on location to Catalina Island, to film some of the more spectacular exterior scenes. They were engaged in this work all week and are said to have obtained some very striking scenes involving no little hard effort and perhaps danger to the players and staff. Returning Friday night, the cast and staff left early Saturday morning for a location site on the Lasky ranch.

British Brevities

By Frederick Martin—London

The British Brevities, somewhat paradoxically, now chiefly hail from Spain and Italy.

The Fitzmaurice Company for the last four weeks have been in Italy and have been up against a pretty rough time. Most of the exteriors for "THE MAN FROM HOME" are laid in the district of Naples and Sorrento, but "Fitz" and his people got held up in the Eternal City, 'cos of the strike and the difference of opinion between the Italian equivalent of Bolshies and Anti-Bolshies. They have managed to do a little "shooting" in Rome between times, but it has been dangerous work venturing out of doors with street fights going on at every corner and military charges making things generally lively and unpleasant all round.

However, according to the latest cable received from Bobby Cullen, who is acting as business manager, the party has got safely down to Sorrento, and is now for a change being held up by the rain. Anyway, all are well and safe, so that's something to be thankful for. One needs a spirit of eternal optimism in this business, and things generally seem to come right in the end.

The Studio at Directors are with their respective companies getting sketches and plans for the Studio "interiors" of the buildings which are being used as exteriors in Italy and Spain. N. Gregory Arnold has joined Fitzmaurice in Italy, and L. Dawson is filling his sketch-book with Moorish gateways and tiled patios ready for the time when the Robertson Company return to London to resume work at the Studio.

Dave Powell will appear in a totally new type of rôle in "SPANISH JADE." For the time being, he has discarded the "soup and fish" and is feeling thoroughly happy in the picturesque attire of Gil de Perez, a species of beloved vagabond. Honestly, he looks handsomer than ever, and as he says, it's fine for a change to be wearing clothes that you needn't be afraid of spoiling.

The Busy West Coast

The West Coast studio at Hollywood last week presented an appearance suggesting a composite picture of a gathering of a gigantic circus troupe a grand reception to the embassies of the world, a musical comedy rehearsal and a grand opera ensemble. Working in the big settings was a great throng of players, both principals and extras, assembled for "The Moose," William D. Taylor's production starring Betty Compson; Sam Wood's production of Elinor Glyn's story, "Beyond the Rocks," with Gloria Swanson as the star; Thomas Meighan's picture, "The Proxy Daddy," directed by Al Green, and Wallace Reid's "Across the Continent," directed by Philip E. Rosen.

The first two are planned to be extremely colorful productions and entail an immense amount of detail. Some gorgeous costumes and gowns were used in the big recreation scene with native dancers and musicians.

PEP *W.H.H.*

They Will Grow Up!



Lila Lee

When Lila Lee first arrived at Lasky Studio a couple or three years ago, she was just a little girl. She is seen here posing like a circus queen on a wooden horse. Her latest pictures however show how Lila has developed into a beautiful woman just as she has become a wonderful favorite with Paramount audiences.

Three "Willains"

The cast of Dorothy Dalton's latest picture, "Tharon of Lost Valley," which has just been put in production under the direction of Paul Powell, reads like a blue book of screen villains. There are no less than three bad men in the picture and such heavies—Frank Campeau, Clarence Burton and George Fields, three names to conjure with.

Frank Campeau plays the part of Buck Courtney in the picture, a regular Trampas part, and the kind that brought Campeau fame throughout the United States when he toured with "The Virginian."

Clarence Burton, who not long ago finished the rôle of a bad Mexican bandit in Gloria Swanson's picture, "The Husband's Trademark," will be seen as "Black Bait," said to be one of the most despicable characters ever put on the screen.

George Fields, who will be Wylackie, a high cast Mexican villain, appeared as Pedro in Cecil B. DeMille's production, "Fool's Paradise."

To Play Opposite Reid

Mary MacLaren, who played the lead in the Cosmopolitan production, "Wild Goose," will be leading woman for Wallace Reid in "Across the Continent."

Miss MacLaren did very creditable work in the production "Wild Goose," and she is looked upon with favor in her new part in "Across the Continent."

Be An Asset—Not a Liability



The Pepville Gazette



Vol. 6. No. 26

MONDAY, DECEMBER 26, 1921

Price: Apply Without.

THE PEPVILLE GAZETTE PUBLISHED WEEKLY

Entered at the Postoffice through the Mail Slot

Editor's Office:
Plans Being Made

Weather—Slushy and Colder.

Motorists' Epitaphs

No lights at all
Had Oswald Sharp
He's gone to play
A golden harp.

How Do They Do It

Rastus: Huh, dat's nuffin.
from what ma uncle did.
Jumbo: What's dat?
Rastus: My uncle he done
raised potatoes in a desert whar
der was no water.
Jumbo: Impossibolately.
Rastus: Well you see he
done put a piece ob onion by de
potato's eyes and dey jist natu-
ally done watered da'selves.

She Caught Him

"Pop!"
"Yes, my son."
"Are you busy just now?"
"No, my boy. Why?"
"Got time to answer me a
question?"
"Oh, I think so."
"Well, pop, how are lobsters
caught?"
"Oh, go ask your mother.
She ought to know."

SOMETHING APPROPRIATE

Helper—"This old grouch
can't find anything to suit him."
Grocer—"Show him the crab
apples."

J. G. G. F. V. C. G. B. J.

F. V. C. was explaining to a
bunch of office mgrs., traveling
auditors and spec. representa-
tives the intricacies of some of
the accounting routines, and
was enumerating a few differ-
ent methods of symbolizing en-
tries in the exchange books as
follows:—"This entry . . . etc.
is a JGG. The reverse is a JGG.
—A JKK is as follows . . .
Etc, etc."

One of Mr. Frawley's assis-
tants:—"Just at present I'm
looking for GBJ. Can you tell
me where he and him?"

The Nature Faker

It was at a children's picnic
and they were pretending to
be his or her favorite animal.
The woods echoed with grunt-
ing, barking and crowing—but
one little girl sat silent.

"Why don't you play?" asked
one of the teachers.

"Please, Miss, I am playing,"
she replied. "What are you
then?"

"Please Ma'am, I'm a hen, and
I'm laying an egg. When I'm
finished I will cackle."

As Is

"Do you take this man for
better or worse?"

"He can't get no worse, and
there is, not hopes of his gettin'
any better so I takes him as he
is."

No Choice

"I hear Charlie's on his feet
again."

"Yes, poor boy; his creditors
took his car."

One on Goldman

Montague Goldman, Manager
of Distribution from our Lon-
don offices, in talking with
Herb. Elder, our Assistant Gen-
eral Sales Manager, said:

"Yes, Mr. Elder, this is a
great country, but you have
such queer names for your
towns such as 'Schenectady,'
'Weehawken,' and 'Poughke-
sie' and ever so many of
'Yes, they do sound que-
English," said Herb.
"I live in London."
time?"

"Oh, no," said Mr. Goldman.
"I spend a part of my time at
Chipping Norton, then once in
a while I run up to Pokes-togg-
on-the-Hike."

A Ballance?

In looking over some ac-
counting matters recently at
the H. O., Mike Lewis noticed
a column of figures headed by
the words "Dr. Balance." Mike
immediately wanted to know
whether these words referred
to Harry's brother in Seattle.

Another Foolish Question

"Did your watch stop when it
dropped on the floor?" asked one
man of his friend.

"Sure," was the answer.
"Did you think it would go
through?"

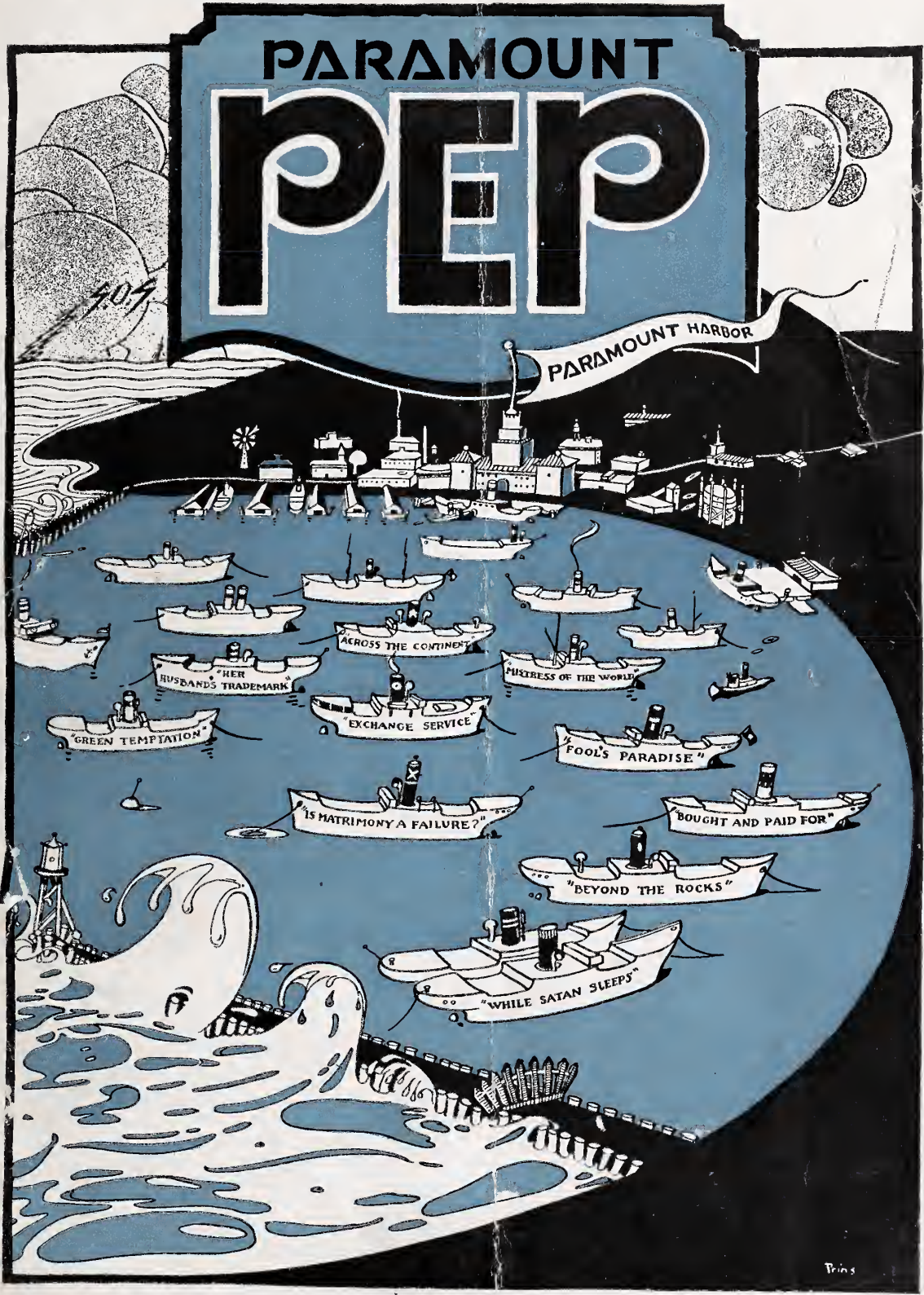
A SOCIAL ERROR

Said she, as she looked up at
him from the piano—"They say
you adore good music."

"Oh, that doesn't matter, go
right ahead," he replied.

PEPPINA INTRODUCES A FRIEND





THE SAFEST HARBOR OF ALL

Two Great BIG Weeks—

All Set for the Drive

S. R. Kent Preparing Biggest Anniversary Drive in the History of Famous Players-Lasky Corporation

The two weeks of March 5th to 19th, inclusive, have been designated as Paramount Anniversary Month.

Ten years ago Paramount was a child in the industry and it was at that time that Adolph Zukor founded the Famous Players Film Company, now known thruout the world wherever pictures are shown, as Paramount.

Knowing as we do, the success broadcast, we have had with Paramount Week drives and together with the thought of our tenth anniversary, S. R. Kent has outlined the campaign which we know will eclipse anything ever put over by any film organization in the business.

TWO MILLION IN TWO WEEKS is the slogan that Mr. Kent has adopted.

Arrangements for our advertising campaign have already been completed by Jerome Beatty and it is the most comprehensive newspaper campaign ever attempted by anyone in the motion picture industry.

The tie-up which will be effected direct with the exhibitor, is as much if not more, than we have had in our last two annual drives and with the aid of this valuable newspaper space and the scope it covers, we should tie up every town solid that is covered by this copy.

If this is done, there is no question about the success of our two weeks' drive.

Speaking of the drive, Mr. Kent said, "our opportunity is here and we must seize it. The exhibitors' opportunity is here and you should point out to him the valuable points of tying up with us from March 5th to 19th.

"We want to pull over two of the biggest weeks in our history," continued Mr. Kent, "as a tribute to our president, Mr. Zukor.

"As outlined in my letter to the Branch and District Managers, my idea would be to pre-release 'Fools Paradise' from the 19th and set it for the first two weeks in March and use as many prints on it as possible, getting the largest possible run out of every account.

"I am highly pleased with our advertising campaign and I am sure that with the breadth and thoroughness of this campaign that it means more to the exhibitor and more to ourselves than ever before."

Mr. Kent solicits ideas from everyone on this drive and any constructive thoughts contributed along these lines will be greatly appreciated.

You have something wonderful to offer the exhibitor on this drive. First, the greatest national newspaper campaign of all; second, "Saturday Evening Post" advertising; third, trade papers and other magazines which furnish every possible aid to put the drive over.

The Department of Distribution solicits 100% enthusiasm from everyone in making this March event a knock-out and we have no time to lose.

Go to it.

Indianapolis Sales Meeting

The first salesmen's meeting of the New Year 1922 at the Indianapolis Exchange was held Monday, January 2nd. At this meeting the possibilities of the new year were discussed and the accomplishments that were made in 1921 were talked over. Mr. A. L. (Shortie) Hancock was presented with a Paramount Week watch and everyone was glad to see "Shortie" receive the new timepiece which was indeed a beauty.

The sales chart of Income Barometer shows that Mr. Dawson, salesman in Zone No. 2 is leading for position for the last three months with an average of 93.2%. Fred Wagoner, salesman in Zone No. 3 was second with an average of 91.9%. MacConnell, salesman in Zone No. 4, was third with an average of 91.1%. It is the opinion of all the salesmen and the entire office, also Mr. Creswell and Mr. Dugger, that the present method of sales plan is working wonders and it has proven beyond all doubt that it is accomplishing and building up the very thing that we have striven to build up in the past, namely, as near a 100% representation as is possible to obtain in the entire territory.

\$ 1 2 5 , 0 0 0 ! !

This is the figure Harry Danto, Sales Manager at the New York Exchange, declared he could pull in on a special week.

Harry doesn't make rash promises, and that's why the Home Office, knowing this, told him to go get it.

That's also why there is going to be a special week in the near future, which will probably be called "Danto Week."

The details will be announced in the near future, and just think—

\$ 1 2 5 , 0 0 0 ! !

Important Notice

Betty Compson's latest picture temporarily entitled "The Noose" has been changed to "The Green Temptation."

March 5th to 19th!

"The Lane That Had No Turning" a B. O. Attraction

Agnes Ayres at Her Best. Theodore Kosloff in Support, Something to Talk About

Perhaps the best way we can impress you of our opinion on the preview of "The Lane That Had No Turning" is to reproduce H. G. Ballance's letter to the field. It reads:

I have just previewed the AGNES AYRES triumph, "THE LANE THAT HAD NO TURNING," and in my opinion it is wonderful! It's all that has been said about it and more. The strong dramatic work done by MISS AYRES and THEODORE KOSLOFF and the sincerity of their acting reveals unquestionably the height of histrionic art. Too much cannot be said of the superlative work of these popular stars. Mahlon Hamilton and Frank Compeau also give very creditable performances.

The story, by Sir Gilbert Parker, is immense. It is something different from anything on the market to-day. You will undoubtedly recall among Sir Parker's notable successes the production, "Behold My Wife," and the smashing way in which it went over the top. When we confidently state, therefore, that we expect even bigger returns on "THE LANE THAT HAD NO TURNING," you will have some idea of the magnitude of this production.

Be alive to the unlimited possibilities of this remarkable offering! Don't let your exhibitors lose an instant in booking this unique box-office attraction. With such a powerful combination—a story that is different—a famous author—stars of great drawing power—an excellent cast and a director of note, you should have no difficulty in securing top prices for this production in every place in which it is sold. To the doubting Thomases, if there be any, we say a previewing is our best testimonial.

Go to it! Spread the glad news and above all—turn in contracts at prices that such a really meritorious production warrants.

H. G. BALLANCE,
General Sales Manager.

Paramount for Hospital

J. R. Levee, who is handling short-subjects, as well as the Non-Theatrical Division of the New York Exchange, has just succeeded in placing our pictures in Bloomingdale Hospital, where they will be exhibited for the benefit of the inmates.

This is a particular compliment to our trademark, in view of the fact that nothing morbid or suggestive, nor anything that will tend to influence the minds of those seeing the pictures can be shown them and consequently, the only safe outcome is the showing of Paramount Pictures.

This service at the hospital starts with the production, "Cappy Ricks."

Important Notice

The home office has received an accessories inventory dated December 24th, 1921, without the exchange's name being listed thereon.

Will you kindly look over the details of this list and see if they apply to your particular exchange.

On page No. 7, there is listed opposite:

Production No. 01, 10-1 Sheet, 7-3 Sheets and 9-6 Sheets.

Production No. 02 20-1 Sheets, 6-3 Sheets and 5-6 Sheets.

Production No. 011, 52-1 Sheets, 9-3 Sheets and 9-6 Sheets.

Production No. 050, 42-1 Sheets, 16-3 Sheets and 7-6 Sheets.

Should you identify this as being your sheets, please advise Mr. G. B. J. Frawley at once at the home office so he may know to which exchange it applies.

William Scheer, one of the bookers at the New York Exchange, suffered a severe loss recently through the death of his mother. Mrs. Scheer took suddenly ill and died a few hours later, on Monday, December 26th.

The entire Exchange extend their most sincere sympathy in "Willie's" deep loss.

Sell the Golem

There are several territories where, either thru lack of confidence or lack of desire on the part of the exhibitors, sales on The Golem are being badly neglected.

An example for selling this production is given in the recent deal put over in Kansas City. We were unable to secure a booking on "The Golem" from the Newman Theatre, our regular account in Kansas City, and the result was that that office kept on plugging and finally worked out a percentage arrangement with Harding Brothers, of the Doric Theatre, a downtown house.

This picture was originally booked for one week and proved to be one of the best box office attractions the Doric Theatre has had since the running of "The County Fair" early last Spring and Harding Brothers were so pleased with the production that they held it over for a second week.

It even worked further than that; the sales were very light on this picture in the Kansas City territory up to the time of this arrangement, but now reports from that office are that they are receiving many inquiries from exhibitors who heretofore refused to book the picture.

This tells the story. Now book 'em up.

PARAMOUNT PEP

"BUT ABOVE ALL THINGS,
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees
of the
FAMOUS PLAYERS-LASKY CORPORATION
Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 6 JANUARY 16, 1922 No. 28

Keeping a Promise

In connection with the announcement that Mr. Jesse L. Lasky makes in this issue of Pep regarding the coming productions, we can think of no better title for this editorial.

Mr. Lasky has stated repeatedly since last summer, not only from his west coast office, but at the home office and at the District Managers' Convention, that in spite of the strictest economy, that he would see that the Department of Distribution received the biggest and best pictures that were to be had.

You need only to read over the special announcement page in this issue to know and realize that Mr. Lasky has kept this promise most admirably.

His mind, aside from dwelling on the perfection of the present, is always searching in the future for such stories and any kind of material that will not only justify the faith the public has in our trademark, but will increase the public esteem for our productions.

Mr. Lasky stated that in the production of our pictures, the same sharp campaign against extravagance and inflated costs which has been in force in our studios, will be continued in an even more intensified manner, and in announcing this program of productions, big though it is, that he shall not allow even the slightest excess in cost to increase the expense of our pictures.

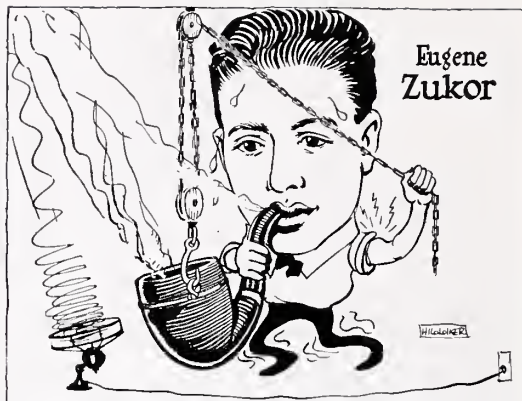
At the same time he says, and makes it plain, that so long as he personally has anything to do with the production of motion pictures, quality shall never be sacrificed.

Mr. Lasky furthermore will stick to the policy of using several stars in one picture, due to the fact that this policy has been extremely successful in several productions.

We will not say it should be, but say it is a continuation of our policy to give the best and every last one of us should not hesitate to impart the news to the exhibitors of Mr. Lasky's announcement. They will welcome it as much as you or I and the quicker you tell them the better.

Now how can we help but say to the exhibitor, "stick to Paramount and you will succeed."

Men We Know



You all know this gentleman, not only from his executive capacity but from that of spreading goodwill through the organization at large, as it was he who fostered the Paramount Club idea which has spread through the organization like a web of happiness.

Mr. Eugene Zukor is exceedingly fond of pipes and you will usually find him with his "glimmer."

Another Big Contract

E. E. Shauer Closes Big Contract for South America

The signing of important contracts for the distribution of our pictures in six South American countries was announced this week by E. E. Shauer, Director of our Foreign Department. Effective April 1st, Paramount Pictures will be distributed in Argentina, Uruguay, Paraguay, Chile, Peru and Bolivia by Max Glucksman, one of the best known of the South American leaders in the film industry.

Through this new contract increased facilities are obtained for the distribution of Paramount Pictures in the southern republics, as Max Glucksman has been an important distributor in these countries for a number of years. A New York office is maintained at 220 West Forty-second Street, with Jacob Glucksman, a brother, in charge.

"The signing of the contract with Max Glucksman adds still further to the plans we have been making for some months for wider distribution of Paramount Pictures in South America," said Mr. Shauer. "The southern countries will be well taken care of through this new arrangement. In Brazil we operate through our own exchanges, and plans have been made which we expect will increase our business in this republic considerably beyond our record breaking business of last year. The distribution of Paramount Pictures in Colombia, Venezuela, Ecuador, the Guianas, Central America, Cuba, Porto Rico and the West Indies is being handled by Caribbean Film Company of New York and Havana.

Read Lasky's Announcement

Long in the Game

The year 1922 will place a ten-year service stripe on Frank Meyer's arm for meritorious and faithful service to the Famous Players-Lasky Corporation.

Mr. Meyer came with us in 1912 as head of our film department, consisting of a space about 15 feet square.

Not satisfied with this, Mr. Meyer constructed a larger office and did all the film cutting at 26th Street. At that time he had a small wooden office for his cutting and downstairs he did his developing.

The fire laws were not so strict at that time, but they were strict enough and finally Frank devised a fireproof cabinet of steel over which he placed wire glass. At that time all the directors entrusted all their cutting and titling to Mr. Meyer. When a negative was finished at the studio, it was sent to him without any further question and the required number of prints were made according to his judgment.

Later Mr. Meyer took charge of the laboratory in the Wurlitzer building and continued this same work.

He then designed our Long Island Laboratory which, without doubt, is the best and most up-to-date laboratory in the world. Experts attest this fact when they know that over one million feet of positive film a week is shipped from the laboratory where Mr. Meyer is in full charge.

We cannot help but seize this opportunity in relating a little incident in Mr. Meyer's career which is both amusing and convincing as to his way of protecting negatives entrusted to his care.

Years ago, as Eugene Zukor tells us, Frank had a big safe built at 26th Street and the building being rather weak, had forced him to have steel straps made and the safe strapped to the wall.

He kept many negatives in there which were invaluable at the time and many called him crazy for attempting to use such a device for keeping these valuable negatives of which prints had not been made. Many Mary Pickford pictures were in the safe.

However, a little later, word was received by Mr. Zukor that our film department at 26th Street was burning. They rushed down to the building but could not see Mr. Meyer anywhere. They inquired of a fireman and he said he was probably dead as he had not seen him come out of the building and could not figure any safe way for his escape. Mr. Zukor then ran to an ambulance which contained a fire victim and was soon convinced that it was not Mr. Meyer. A few minutes later they met Frank getting off the 6th Avenue car without hat or coat. The building by this time was practically in ruin and Mr. Meyer approached the fire where he had made a miraculous escape and exclaimed, "now you call me crazy, do you?" And with that he pointed up several stories and there standing out like a silver dollar was Frank's home-made safe

Continued on Page 10, 2nd Col.



Frank Meyer

PEP *with a flourish*

Letter That Spells Service

Letter received by our Buffalo office tells a real story of good will and Service. The letter reads:

Famous Players-Lasky Corporation,
254 Franklin Street,
Buffalo, N. Y.

Gentlemen:

I am enclosing a check for \$300.00 to be credited to my account to pay for film that I am going to book from Mr. MacCarthy. The reason that I am sending this check is, that Famous Players-Lasky Corporation through Mr. McCarthy has requested it, and I don't see how I could possibly refuse a request from that combination. The service that I have received from the Buffalo Office is 100%. I could spend hours of time and sheets of paper telling you about it, but, what's the use, 100% is perfect and that means from shipper to manager. When my film rentals have consumed this check, kindly notify me and I will send another. Also send me a statement of my account before this check is credited and the amount of my deposit.

Wishing you a Happy and Prosperous New Year, I remain,

C. H. HUXFORD.

December 30th, 1921.

A Story Worth Reading

R. J. McManus Gives Out and Out Facts to His Sales Staff on the Ways to Combat Seemingly Hard Arguments

By R. J. McManus, Branch Manager—Kansas City

Too many of the salesmen seem to be of the opinion that we are trying to compile reports on conditions in the various communities. This is all wrong. For years Famous Players-Lasky Corp. has received reports and from record of sales and such reports, we have worked out what is known as the "D" Schedule.

Exhibitors at first thought we had gotten these prices in a sort of "guessing contest" or based same on what we receive in the "big towns" as they call any town that is larger than theirs. When we pointed out to them that they themselves had paid us prices for our super productions far in excess of what they paid for stars like Wally Reid, and others, they still kicked, but finally, in most cases, got into the habit of paying us *fair* prices for all pictures. BUT they had accepted Paramount pictures at the low prices, never saying a word about profits they were making, always insisting on buying certain stars at much less than they were worth. We did wake up finally and started out to get what we considered a commensurate price for our productions. Sometimes we have charged an exhibitor too much for a picture and we always get the back fire. DO YOU EVER HEAR AN EXHIBITOR TALKING ABOUT THE ONES THAT WERE UNDER-

SOLD?

That's where he has it on us. He talks in one line and WE LET HIM.

From now on make up your mind that you are going to find out all about CONDITIONS AND CIRCUMSTANCES in every town you visit.

SOME RECENT REPORTS.

"This exhibitor will not buy on account of his intention to sell his show, due to poor business."

What could be sweeter? In the first place he owns the show; it cost him something when he came into possession of it. If he sells it, what will be his loss and how can he prove to any sane buyer that it's worth buying? If he is confronted with the possibility of losing a little money, why not invest his money in "his own" business putting something on his "shelves" that he can sell at a *profit*? When a man talks along these lines, compare him with any business man in any line who is making money *NOW*. If the department stores, gents furnishing stores, shoe stores, or any other retail store continues along the same lines as were followed 18 months ago, they would be out of business. Strange as it may seem, we hear of very few going out of business, while in a great many instances we hear of companies who are doing more business than they did last year and **MAKING MORE MONEY. WHY?** Because they are selling their goods in an entirely different manner. The merchants who have the confidence of their customers tell them through the columns of the newspapers and through other mediums that they are ready and willing to sell merchandise that is worth 100 cents on the dollar, and as a result, their stocks move quickly.

If your friend who wants to sell his theatre thinks his people will continue to buy pictures in the same manner as they did one year ago, he is badly mistaken. The thing for him to do is to sell himself the idea that *Good People will pay Good Money to see Good Pictures*, but Good People will not pay anything to see inferior pictures. He should remember also that he knows a little about the picture business and if he gets out and enters some other field, with the money derived from the sale of the show, and with the same energy that attended his exhibiting efforts, then his demise will be much quicker. So, if he really wants to protect himself, let him "invest" his

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Young John J.



John J. Curry

Mr. Jack Curry, has been connected with the Des Moines Exchange ever since the establishment of the branch. He started as a biller and has held the following positions: Stenographer, Asst. Bookkeeper and now Accessories Manager. He has had charge of the Accessories Department since the first of the year 1921, and his department is in the best condition that it has been since the office was established.

Kantner Gets Busy

Flings First Campaign for Paramount Tenth Anniversary Week in His Territory

Oscar A. Kantner, the Indianapolis Exploiteer, lost little or no time in telling the exhibitors in that territory of the big advertising program in store for them on this drive.

He also issued this program to each salesman for the idea that it might assist in impressing upon the exhibitor the greatness and magnitude of our efforts to stimulate business for him.

Exactly fifty newspapers will run at least nine hundred lines each with our ad for the particular exhibitor in any of the forty or more towns represented by these newspapers.

Mr. Kantner is working hand in hand with the sales force and the salesmen are real anxious to co-operate with Mr. Kantner due to the fact that special exploitation will be applied to those exhibitors who are not entirely sold on a two weeks solid booking for this period.

Jesse L. Lasky Announces:



Rudolph Valentino signs three-year contract to star in Paramount Pictures.

Vicente Blasco Ibenez's great play, "Blood and Sand," to be produced with Rudolph Valentino, Bebe Daniels and May McAvoy in the leading roles. June Mathis is now writing the scenario.

Penrhyn Stanlaws' next production will be an adaptation of Sir Gilbert Parker's "She of the Triple Chevron," with an all-star cast headed by Betty Compson and Tom Moore.

William de Mille's next production will be "Nice People," Rachel Crothers' successful play. It will also have an all-star cast.

Agnes Ayres will be starred in "The Ordeal," by W. Somerset Maugham, author of the season's most successful play, "The Circle."

George Fitzmaurice will go to Egypt for exterior scenes for his next production.

Jack Holt and Bebe Daniels will be co-starred in a new story of Alaska by Monte M. Katterjohn.

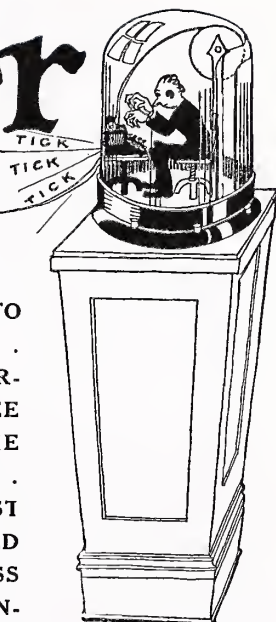
Gloria Swanson will appear in a screen version of "The Love Dream," the successful Broadway comedy.

We will hold to our policy of producing only the biggest pictures, and many of them.

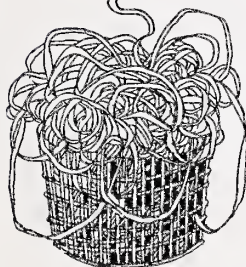
He Should Worry About the Alps



Pep's Ticker



S. R. KENT MADE A SPEEDY TRIP TO WASHINGTON, D. C., LAST WEEK . . . PREPARE YE FOR OUR TENTH ANNIVERSARY BEGINNING MARCH FIFTH—SEE STORY . . . JERRY BEATTY SPENT THE WEEK-END AT ATLANTIC CITY . . . JESSE L. LASKY ARRIVES AT WEST COAST . . . AGNES AYRES PROVED HER ABILITY AS A SCREEN ACTRESS IN "THE LANE THAT HAD NO TURNING" . . . KOSLOFF IN THE SUPPORT DOES THE GREATEST WORK OF HIS FILM CAREER . . . CHARLES EPPERSON, FORMERLY MANAGER AT BOSTON, HITS THE FIELD ON SPECIAL SALES PROBLEMS . . . WALTER SCATES BECOMES MANAGER OF BOSTON OFFICE . . . PORTLAND, MAINE, EXCHANGE GOING STRONG . . . THE ENGRAVERS' STRIKE IS OVER SO THE EDITOR HAS TO GO TO WORK . . . SEE SPECIAL ANNOUNCEMENT PAGE BY JESSE L. LASKY THEN ASK YOURSELF, ARE WE GETTING THE BEST THAT CAN BE HAD? . . . HARRY ROYSTER, DES MOINES EXPLOITEER, TRANSFERRED TO CLEVELAND . . . LEON J. BAMBERGER, MINNEAPOLIS EXPLOITEER, TRANSFERRED TO TORONTO . . . MAX DOOLITTLE REPLACES HIM AT MINNEAPOLIS . . . R. J. McMANNUS, FORMERLY MANAGER AT ST. LOUIS, NOW IN CHARGE OF KANSAS CITY OFFICE . . . DON'T FORGET ABOUT "THE GOLEM" . . . SELL IT . . . TOM KILFOIL GETTING ON HIS FEET AGAIN . . . HAL HODES MAKING FOUR MONTHS' TRIP TO WESTERN EXCHANGES . . . BIG TWO WEEKS DRIVE TO BE KNOWN AS PARAMOUNT ANNIVERSARY MONTH . . . THIS IS DONE FOR THE REASON OF TAKING ADVANTAGE OF ADVERTISING FOR THE WHOLE MONTH OF MARCH—LET'S HAVE SOME GOOD SUGGESTIONS FOR THE DRIVE—SEE YOU LATER . . .



Here's A Good Slogan —

Kansas City News

By "Billie" Misteale

Mr. R. J. McManus, formerly manager of the St. Louis Exchange, is now in charge of the Kansas City Office. Mr. McManus is no stranger in our midst as he was formerly associated with this exchange as salesman and is well known throughout the territory. His being assigned to the Kansas City Office is a regular home coming for him, and we assure Mr. McManus of our hearty co-operation in the capacity of Branch Manager, and look forward to a very successful year under his leadership.

Mrs. Alta Nichols Trainor, who has been connected with our organization for the past four years, is now acting in the capacity of ledger clerk. Mrs. Trainor is one of the steadiest and most reliable clerks in the office, and is very deserving of this promotion.

Mrs. Jessie Wood is the newest member of our family, and in the short time that she has been with us had made herself very useful, especially acting as relief clerk during the vaccination season, and is now assigned as Form 40 Record Clerk.

Mr. E. P. O'Neill, an old timer with this organization and well known throughout the territory, has now been assigned to Zone 5. We are anticipating an increased volume of business from this zone, and are confident that "Eddie" will bring home "the bacon."

Santa Claus was good to everyone this year, and especially good to Miss Libby Ludwig, our head inspector, he has brought her a husband, Miss Ludwig was united in marriage Wednesday morning, December 28th, to Mr. Thomas Dunigan. The Shipping and Inspection Departments presented the bride with a beautiful electric reading lamp. Congratulations, Mr. and Mrs. Dunigan, and accept our sincere wishes for a very Happy and Prosperous New Year.

"Leave it to Cole" when there is an exchange to be moved. Mr. A. H. Cole and Mr. R. C. LiBeau have gone to St. Louis to assist that Exchange in moving to their new headquarters.

Epperson Recipient of Many Gifts

Charles G. Epperson, just prior to assuming his new assignment as special Sales Representative, was the recipient of many gifts from his Boston admirers before leaving to take up these special duties.

The Paramount Club in Boston presented him with a chased silver pencil and pen; the boys at the office gave him a pair of diamond studded cuff links, and the Film Managers' Association surprised him ten minutes before train time with a handsome sterling silver cigarette case.

Second Annual Christmas Party

The Denver Exchange, under the guiding hand of M. S. Wilson, Branch Manager, again completed a most successful Christmas show for the kiddies in Pueblo.

The arrangement was simple and attractive. Mr. Wilson arranged for the loaning of the print "Rebecca of Sunnybrook Farm," which, by the way, is the best picture for kiddies we have. Then the manager of the Rialto theater there donated his house.

The admission fee was unique in that one could only be admitted by presenting, instead of a ticket, a bit of food or Christmas cheer for the kiddies.

Mr. Gardner, the exhibitor, said: "In spite of bad weather we had a big house full of thoroughly pleased kiddies, and we realized sufficient food from their donations to provide for nearly one hundred families."

The Pueblo Chieftain, the leading Sunday newspaper there, gave big publicity to the Rialto-Paramount party.

Editor's Note:—We have noted more this year than ever that our exchanges through their Paramount Club or their personnel, have really done wonders in bringing Christmas cheer to the unfortunate families that number so many around Christmas time.

This is indeed a worthy undertaking and all those exchanges that spread this Christmas cheer to the less fortunate are to be congratulated for the sincerity with which it was undertaken.

DALLAS EXCHANGE

Correspondent—Myrtle Masonheimer

We are working under difficulties these days, as our offices are being remodeled and fixed so they will accommodate our rather large family; but before long, we will have the pleasure of saying that we have the finest Exchange in Dallas, and most likely in the South, that is, that is the way we feel about it.

The "Gang" presented our "Boss" with a platinum and diamond Shrine pin partly as a Christmas gift and as a token of our appreciation of the wonderful way he treats us all. We think he is just about the finest fellow in the world, and are sure that those of the entire company that have met him think the same way that we do.

Long in the Game

Continued from Page 5

strapped to the wall and with every negative safe as could be.

This particular incident saved our corporation many thousands of dollars for had these negatives been destroyed many productions would have to have been retaken.

Mr. Meyer now occupies offices at our Long Island Laboratory, where he is in full charge, and he is conceded to be the best film cutter in the business.

Where There's Movies There is Paramount

A Story Worth Reading

Continued from Page 6

money with himself and make a success of what he has.

COPY OF ANOTHER REPORT.

"This is a very poor show town at best, retired farmers and church people. Can't use anything but cheap pictures and serials."

What a report! **RETIRED FARMERS.** A retired farmer to the film salesman seems to be a person who is cared for by the city or town of which he is a citizen and **TAX PAYER.** An unsuccessful farmer, remember, will never be classed as a **RETIRED FARMER.** The farmer who retires from the farm, goes to the city with his family, and lives happily, has been a **SUCCESSFUL** farmer, *just put that down.*

He has been successful and made money because he knows what a dollar is worth and when he spends one he insists upon value received. Give it to him and your impressions will be different.

CHURCH PEOPLE. Don't you know that the Methodist Church and other churches, too, look upon the motion picture as a means of obtaining great amounts of money for their own use? Don't you know that we serve thousands of churches throughout the United States? Why do churches in towns, both large and small, continually write us for pictures for exhibition in their churches and schools? Because they want good pictures and **CANNOT BUY THEM AT HOME.**

Why, then, should an exhibitor hope to be successful in such a community if he has only "cheap pictures and serials" for sale?

ANOTHER REPORT.

"Will not buy on account of PRICE."

After the recent District Managers' meeting held in New York City we had confidently expected never to see this written again. But still we get it. When we decided on a flat rental price for all pictures to be used in towns we are not now serving, it was thought that every obstacle had been removed. But you cannot sell at \$10, \$12.50, nor at \$5.00 if you are not sold **YOURSELF.** In the present market there is a demand as never before for **BETTER** pictures and when we take out Groups 3 and 4 and offer them to the small towns at a flat price per picture, you must sell the picture and **PARAMOUNT** first—not the price.

Another apology for not selling is one that seems entirely unwarranted. That is, grievance against or opposition to Famous Players Lasky Corp. There should not be a man in this organization and assigned to a zone who would let an exhibitor give this as an excuse.

Why should any exhibitor have a grievance against our company? Remember, gentlemen, this company as a distributing organization enjoys the distinction of being the biggest in the business and as such, our business methods must be **BIG, FAIR AND HONEST.** If, perhaps, some individual or individuals choose to interpret our policies in the wrong manner, or should deal unfairly with an exhibitor, then we are always ready and willing to

Continued in next Column

Christmas Eve Party at the Storehouse

The employees of the Storehouse were the guests of their Manager, Mr. D. F. Hynes, at a luncheon given by him on Christmas Eve, in recognition of their faithful and conscientious service and loyalty to him while in charge of the Storehouse.

The luncheon catered by the New Amsterdam Hotel, was served in the shipping room which was appropriately and prettily decorated in approved Yuletide fashion by the shipping clerk, Marty Carroll. Forty covers were laid.

Mr. G. M. Spidell, General Purchasing Agent, the guest of honor, was accompanied by his assistants, Mr. Nadel and Miss Mengel, and his secretary, Miss Weiner. Miss Lyons was also among the invited guests.

When all had enjoyed the delightful and bounteous repast, Mr. Spidell expressed his personal appreciation for the thoroughly satisfactory way in which the storehouse personnel had discharged the difficult tasks recently allotted to them and voiced his confidence in their ability to perform whatever other duties may devolve upon them in the same creditable manner. Mr. Hynes attributed the success of their efforts to their go-to-it-and-stick-to-it-iveness, co-operation and ready willingness to render extra service when needed. Each one present was called upon to speak and the keynote of their remarks was gratitude for the compliments of the day and a pledge to continue and improve the service during the New Year.

Dancing and singing followed the speaking. Miss Woronow favored with Russian dances in true Pavlova style; Miss Curran rendered plaintive ballads a la Mildred Harris; and Henry Lavaca showed us a few steps he taught Ted Lewis.

As the festivities were drawing to a close, Mr. Hynes was presented with a mahogany humidor and cellarette as a Christmas token from the storehouse personnel.

A Story Worth Reading

Continued from 1st Column

correct such errors. In such instances (you will find them very, very few) the blame should be placed with the individual and not the **COMPANY.**

When you encounter such cases, thresh them out thoroughly—get at the bottom of things and make a full report—and do not cover up anything that should be known by the heads of the Department of Distribution.

A brief analysis will be prepared on each zone and we want you gentlemen to take stock of yourselves, get to work where work is most needed and remember that regardless of what is or what will be, good pictures are in demand and no matter what the conditions may be, you can, by working 25 per cent harder than the percentage of the market, always get your share. Go to it.

REMEMBER—

Market reports from Dunns and Bradstreets.

Weather reports from the Government.

CONTRACTS from SALESMEN.



He Likes the Kiddies



Tommy Meighan has always held a great liking for the kiddies and whenever he has a few spare moments at the studio, and if there are any kiddies there, you will see him chatting with them and having a good time.

In this photo Tom has the DeBriack twins and "Peaches" Jackson on his lap. All four will appear in "The Proxy Daddy."

All Set for the Start

A New York hotel lobby complete, with telephone booths, newsstand, switchboard, etc., forms the first of the interesting settings that William de Mille has had prepared for his latest production, "Bought and Paid For." Agnes Ayres in the rôle made famous by Julia Dean and Jack Holt in Charles Richman's part, with Walter Hiers playing the rôle of Jimmy Gillay and Leigh Wyant as Fanny Blaine, comprise a cast of unusual excellence.

The presence of two of our newly-made stars in the roster will add greatly to the attraction of the story it is believed. With his usual care Mr. de Mille is missing no opportunity of gaining effects by attention to even the smallest detail.

The play teems with tense moments, emotionally dramatic and of such William de Mille is a complete master. Moreover, it is promised that the picture will adhere closely to the text of the play.

Shirk Says:

Dear Mr. Pep: We're beginning to dry out after a week of almost steady downpour. Yes—it was a wet Christmas and a lot of plans for the holidays were knocked in the head, but the result was home Christmases for most of our stars, executives and others. They did some visiting among themselves and exchanged a lot of gifts and helped to make the outside world happy in various ways. . . . Walter Hiers, who is playing in William deMille's "Bought and Paid For," got marooned in San Diego over Christmas—went to see a football game and stayed in the hotel keeping dry inside and out. . . . Following companies now at work in studio: Wallace Reid, directed by Philip Rosen, in "Across the Continent," by Byron Morgan—Morgan's first original story for Paramount; others were adaptations of published stories. . . . Betty Compson in "The Green Temptation," produced by Wm. D. Taylor—almost finished, and a humdinger or I'm much mistaken. . . . Betty Compson never more beautiful than in this picture. . . . Thomas Meighan doing "The Proxy Daddy," with Alfred Green at the helm, a picture with lots of heart interest and five kiddies in the cast. . . . Leatrice Joy, leading woman. . . . Gloria Swanson in "Beyond the Rocks," by Elinor Glyn; Mme. Glyn on the set every day co-operating with Director Sam Wood; some wonderful settings and a wealth of color, romance and heart interest. . . . Gloria Swanson wears gorgeous gowns; a big picture; Rudolph Valentino as the male lead is a handsome and romantic hero. . . . William de Mille doing "Bought and Paid For," with Agnes Ayres and Jack Holt in leads and Walter Hiers as Jimmie; will be a dramatic rendition of this famous stage play. . . . Dorothy Dalton in a Western drama full of excitement and dramatic action; Paul Powell directing; Jack Mower as leading man. . . . T. Roy Barnes playing lead in "Is Matrimony a Failure," directed by James Cruze; great cast and a laugh in every foot of film. . . . Hooray! sun is trying to shine; probably we'll have a clear New Year's! . . . Everybody busy as bees and lots of pep. All aboard for '22! Let's Go. . . .

Yours for Paramount and Success, which are synonymous—
SHIRK.

British Brevities

The George Fitzmaurice Company returned safe and sound from Italy to London on Christmas Eve, some of the party remaining over the festive season in Paris. Jimmy Kirkwood decided to travel by the "short air route", but was two and a half hours crossing the Channel owing to a heavy fog and was still further held up by his pilot being obliged to make a false landing before sighting the "lights o' Lunnnon." Jimmy thinks the next time he goes to Paris it will be quickest to "travel slow."

Health of all the Company good, though some of them found it rather a trying ordeal getting accustomed to Italian climatic conditions.

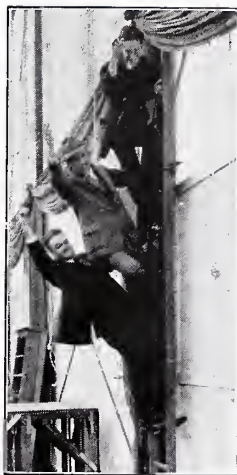
The atmosphere of Rome is Antarctic at this time of the year, and the "crowd" found it much the same at Sorrento, the northern aspect of which makes it an ideal summer resort, but less desirable in winter.

"Fitz," was badly handicapped for some days with a sore throat and Jimmy Kirkwood was on the sick list with tonsillitis and symptoms of pleurisy. Fortunately "Tippy" Grey had his celebrated medicine chest with him and his medical training stood the Company in excellent stead. He knocked off "Fitz's" cigars for a couple of days and dragged him forcibly from the camera at regular intervals to have his throat sprayed. Jimmy Kirkwood was ordered to bed and subjected to the same treatment with the best results, and it was voted all round that "Doc." Grey is as good a physician as "Tippy." Grey is an actor. "Fitz," started work at the Studio on the Wednesday after Christmas on the interiors of "*The Man From Home*." Some of these interiors are in reality "exteriors,"—for instance, a corner of the gardens of the Villa d'Este could be seen occupying one portion of the big stage. The sun played some queer tricks on "Fitz," during his sojourn in Italy and during the greater part of the working day was conspicuous by its absence, with the result that a number of "close-ups" had to be reserved for the more normal and reliable lighting conditions that are to be found within the Studio walls.

J. S. Robertson and the majority of his Company returned from Spain on December 29th. Major Charles H. Bell, O.B.E., the Studio General Manager, who has been in charge of the business arrangements will be back with Jo. Rosenthal, who has been supervising the laboratory work in Madrid, in time for the New Year.

Mr. Robertson will start work on the interiors for "*Spanish Jade*" with a big courtroom scene. L. Dawson, his art-director, made a special trip to Spain to make the necessary sketches for this and other sets and was present with Mr. Robertson at an actual trial, so perfect accuracy will be ensured in the technical side of the production. Mr. Robertson inclines to the belief that it pays to be honest in Spain. The man he saw on trial had stolen an old overcoat and a few olives, and the sentence he got was 1 year, eight months and fourteen days! No wonder theft and robbery are comparatively rare offences in that part of the world!

Up They Go



"I'll dare you to climb to the topmost stringer of the glass roof and walk around," said Charles Eyton, general manager of our West Coast Studio, to Victor H. Clarke, special representative of the production department. It was the day of the completion of the new roof and floor for Stage Four at the Lasky Studio, which was celebrated by a dance that night.

"I'll go you," returned Mr. Clarke. "You do it first."

Mr. Eyton made the rounds all right and then, as Mr. Clarke

held back, suggested that perhaps he had lost his nerve.

"Watch me," said the latter, and straightway followed the same pathway. They are seen in the picture descending. Adam Hull Shirk, West Coast Publicity Director, really didn't climb any further than shown in the photograph.

Unique Setting

An Alpine hotel, perfect in every detail, has been constructed for "*Beyond the Rocks*," Elinor Glyn's story, starring Gloria Swanson. This scene is but one of numerous effective backgrounds for the picture which abounds in color, life and action.

Picturesque Alpine climbers, tourists, the various characters seen about a tavern in the Swiss mountains, people the set which is the scene of some alluring action for the story.

Sam Wood is directing and has the advantage of the presence of the distinguished author, who came from England expressly to be present during the filming of her book.

Want a Ride?



"Will you fly with me?" asked Betty Compson as she started on a flight through an empyrean.

And who could resist the invitation?

This was taken between shots of "*The Green Temptation*," Miss Compson's latest, directed by William D. Taylor.

Betty Compson

Pepful Paramount Paragraphs

By Adam Hull Shirk

Unsettled weather causes many vicissitudes for the film folk and the "best laid plans of mice and men aft gang agley" when Old Sol refuses to shine and the w. k. Jupiter Pluvius decides to unburden the vials of his wrath upon the microcosms who disport themselves on the mundane sphere. At the West Coast studio there has been a superfluity of rain but it cannot dampen the ardor of the workers who in this busy beehive of industry continue to make the best pictures in the world for the American Public. Thus everybody is busy and happy because of the fact.

On Christmas Day, Lila Lee observes, she wishes she was a child again—honestly, she is but little more, having but lately reached that place where, according to Longfellow, she stood "with reluctant feet, where the brook and river meet, Womanhood and childhood fleet." The sight, however, of children playing with their dolls and other toys causes just a tinge of sadness in the heart of the charming leading woman.

Rudolph Valentino, just now playing the male lead in Gloria Swanson's "Beyond the Rocks," by Elinor Glyn, Sam Wood, director, did not see his first work on the screen for three years after it was undertaken. The picture was held up for that length of time and he did not "catch" any of the daily "rushes." It was a Universal picture.

My, what a rush for Christmas "Pep!" Everybody on the Lasky lot wanted copies and everybody voted it a corker! And it was!

Had a letter from Elliott Dexter in Europe the other day. He said he was having a bully time, just starting out for a motor trip to Italy! Elliott's innumerable friends and admirers will be glad to know he is enjoying perfect health and having a wonderful vacation in the Old World.

One of the indefatigable workers around the Lasky studio is Fred Harris, location director. Whenever someone wants a haunted house, a corner of Cathay, a bit of the Alps, a magnificent home or anything in the world, they tell Mr. Harris and he looks at his little book—and finds it. Hollywood and environs offer pretty nearly any kind of scenery that can be asked for and Harris has 'em all at his finger's ends.

If beautiful gowns beautifully worn by a beautiful woman are attractive to the public—especially the womenfolk—they will surely be found in "Beyond the Rocks," Elinor Glyn's story which Jack Cunningham translated to the screen and in which Gloria Swanson stars under direction of Sam Wood. Miss Swanson was never lovelier than in this picture and Ethel Chaffin, costume designer, has "done herself proud" in the matter of gowns for the star. She is exquisite and exquisitely dressed. Rudolph Valentino, always debonnaire, is exceptionally attractive as the hero of this story in the male lead. And the settings are superb—Mme. Glyn is always on the sets, watching and advising and cooperating to the best of her ability—and her ability is remarkable, to say the very least.

Byron Morgan, author of "Across the Continent," Wallace Reid's new picture which Phil

Continued on Page 15, 2nd Col.

Reading It Over



Whatever it is that Cecil B. DeMille is reading it seems to please Edith Roberts.

They halted the production work on "Saturday Night" for this lesson whatever it is.

Miss Roberts plays an important rôle in this picture which Mr. DeMille is directing.

Elinor Glyn Keeps a Watchful Eye on "Beyond the Rocks"

Elinor Glyn, the noted British authoress, is at the West Coast busily engaged in keeping a watchful eye on the filming of "Beyond the Rocks," her latest story for Gloria Swanson, with Rudolph Valentino in the support. Sam Wood is directing.

"These little details are so important," she said. "The dressing of the hair, for example. One cannot be too careful to avoid things that would be entirely out of the picture, so to speak."

And she personally supervised the rearrangement of the coiffures of several of the people who played atmosphere—and very important atmosphere—in the scene. On one occasion she took a paint brush and went over the hair of a butler to make it conform to what she felt was the proper effect.

Never did anyone take a keener interest in these matters than the distinguished British authoress. She is on the set early and late, always ready to advise and actually jump in and do the work if necessary of rearranging minor or great details.

Another Grand Old Man



Charles Ogle

You will recognize Charles Ogle in the photo as he is one of our best character actors, if not one of the best on the screen.

We have certainly seen him in many of our productions and we all feel that we know him as he wants us to.

Green Temptation Finished

With the filming of exterior scenes during holiday week William D. Taylor completed "The Green Temptation," formerly titled "The Noose." This picture is said to be the most colorful and picturesque that the dainty Betty Compson has ever appeared in. The Paramount star in the triple rôle of Genelle, a Paris Apache; Coralyn, famous danseuse, and Jean Parker, plain American, sparkles throughout the picture in the happiest characterization she has ever done for the screen.

In investiture "The Green Temptation" is the last word in European and American art. Covering as it does scenes in Paris, New York and the battlefields, it gave Mr. Taylor, the producer, every opportunity for novel effects, which are crowded through the picture from the first shot of the Rue Macabre in that intriguing city, Paris, to the final fade-out on the lawn of a beautiful Long Island home.

? ? ? ? ?

The question is—

Did H. H. Barter, assistant to Charles Eyton and Jesse L. Lasky, lose his nerve on the night of the employes' dance at Lasky Studio to christen the newly glass-roofed stage four, when asked to take part in the Grand March—or was he squeezed out?

According to report, after General Manager Charles Eyton was in position at the head of the line with Agnes Ayres by his side, and Studio Manager Fred Kley was lined up behind them with May McAvoy, Victor H. Clarke, special representative of the production department, was sent for to accompany Wanda Hawley. Lois Wilson was to be Mr. Barter's partner. But still, according to report, Mr. Barter had to ask permission from his family, and while thus engaged, Rev. Dr. Dodd, the pastor of the movies, slipped his arm through that of Miss Wilson and when Mr. Barter returned he was minus a partner.

There are conflicting stories, but the moral seems to be, "He who hesitates is lost."

Then and Now



T. Roy Barnes, who plays the leading rôle in "Is Matrimony a Failure?" a special comedy directed by James Cruze, used to be a magician. He's also been a musical comedy star and now he's a big figure in the films. He has a personal quality that endears him to all his friends. He is probably the most unctuous comedian who ever stepped in shoe leather.

In the big cast of the present picture are many notables such as Walter Hiers, Lois Wilson, Lila Lee, Sylvia Ashton, ZaSu Pitts, Tully Marshall, etc., etc.

We Will Have Peace



Betty Compson

Betty Compson says no matter what the Washington Conference decides on scrapping *warships*, she is going right ahead with a hefty sledge and doing away with all those she can find around the studio that are not nailed down.

Pepful Paramount Paragraphs

Continued from Page 14

Rosen is directing, hopes that transcontinental road racing between rival cars will be popularized again as a result of the film-racing as distinguished from the modern sort which pits a car against time.

Thomas Meighan supplied candy for the five kiddies who play in his new picture, "The Proxy Daddy," while all were on location in Arizona. Bad weather prevented a celebration but the little ones had all the sweetmeats the town afforded. Olga Printzlau wrote the screen version of this story by Edward Peple, author of "The Prince Chap." Alfred Green is the director.

Send In Those Photographs



The Pepville Gazette



Vol. 6. No. 28.

MONDAY, JANUARY 16, 1922

Price: One Pullego

THE PEPVILLE GAZETTE

PUBLISHED WEEKLY

Entered at the Postoffice through the Mail Slot

Editor's Office:

Three Faces East

Weather—

Whether the sun comes out.

Motorists' Epitaphs

Lies slumbering here

Alphonso Churl;

He had his arm

Around a girl

Not What He Expected

She—"Did I ever show you
where I was tattooed?"He—"No, but I'd like to be
shown.":She—"Well, if we have time
I'll drive around that way."

Theatrical Undertaking

"I want a box for two to-
night."A subdued snicker rippled
over the telephone wire."We have no such thing as a
box for two.""Oh, you don't understand. I
want a box. It makes no differ-
ence if there is room enough
for a dozen.""But we have no such boxes.
Our boxes are only for one.""Why. What nonsense! Are
you kidding me? Who are you
anyway? Isn't this the Theatre
box office?""No. This is Campbells Un-
dertaking Parlors."

Exhibitor's Epitaph

This Theatre took the count—
They wouldn't play Paramount.

SHOCKING!

At the Harry Danto dinner,
Mr. Buxbaum said he had the
shock of his young life when
he found that one of his sales-
men really knew an Exhibitor
in this particular salesman's
Zone, thereby proving that at
some time or other they had
gotten together in a business
way.

Here's a Hot One

Captain (to the riot squad)
"What's the reason you didn't
bring back any prisoners."

1st Cop. "There was three
reasons sir."

Captain. "What was they?"
1st Cop. "Two Irishmen and
a pile of bricks."

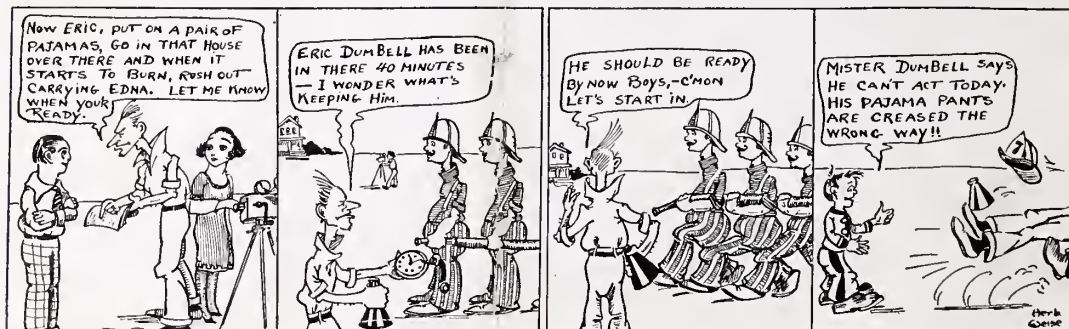
LAST MINUTE NEWS

H. E. ELDER, ASS'T. GEN'L. SALES MGR., TAKES OVER
INDIANAPOLIS DISTRICT TEMPORARILY.

F. F. CRESWELL, D. M., TO COVER ENTIRE FIELD ON
SPECIAL PROPOSITION FOR S. R. KENT.

"ONE GLORIOUS DAY" A GOOD PICTURE—SEE IT.

LITTLE PEPPINAHer Leading Man Not Ready



PARAMOUNT PEP



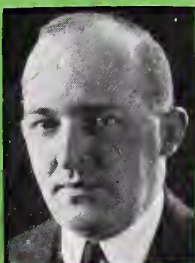
Fred V. Greene, Jr.



Richard Gledhill ZONE 7-8



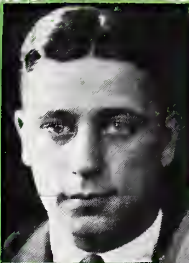
Alfred Ferraro ZONE 5-6



W.G. Roosevelt ZONE 13



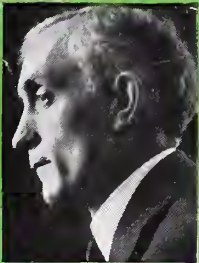
J.J. McNevin ZONE 9



M.E. Marin ZONE 11



Joe R. Levee



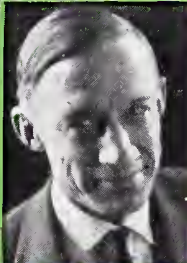
J.A. Hammell



Harry Danto



H.H. Buxbaum



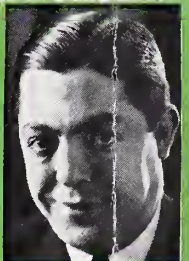
Paul J. Swift



Milt Kusell ZONE 12



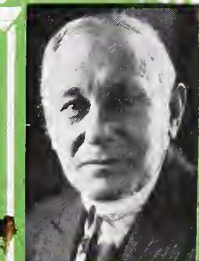
W.L. DeCosta ZONE 4



Joe Lee ZONE 12



Jesse Levine ZONE 2-3



Wm. Burnshine ZONE 1

GO-GETTERS FROM NEW YORK EXCHANGE

Instill That Competition —

New Form of Sales Supervision

S. R. Kent Divides Department of Distribution into Three Regional Sections With Sales Manager for Each

After a most careful analysis of the Department of Distribution and its efficiency to date, S. R. Kent has worked out and made effective immediately, a new plan of sales supervision which will bring about the highest point of efficiency ever yet reached for governing sales and giving home office cooperation to the field forces.

The plan as adopted does away with the title of General Sales Manager and divides the country into three regions with a sales manager for each.

Division one will be under the direct supervision of H. G. Ballance, and includes the Boston, Maine, Buffalo, New Haven, New York, Albany, Philadelphia and Washington Exchanges.

Division two—under the direct supervision of George W. Weeks, comprises the Canadian Exchanges, together with the Detroit, Cleveland, Pittsburgh, Chicago, Milwaukee, Cincinnati and Indianapolis Exchanges.

Division three—under the direct supervision of G. E. Akers, comprises the Minneapolis, Des Moines, Omaha, Kansas City, St. Louis, Salt Lake City, Denver, San Francisco, Los Angeles, Seattle and Portland, Oregon, Exchanges.

Commenting on this change Mr. Kent said, "this change is naturally made only in the interest of greater efficiency and that there may be had the greatest possible analysis of the various divisions of the country."

"Heretofore an unbelievable tremendous load has been carried by Mr. Ballance and myself in trying to analyze the many problems presented to us from every exchange in the country.

"In the face of this, it was only natural," continued Mr. Kent, "that while we could give these problems attention, we could not give them that kind of analysis that we wanted to, owing to the speed with which they had to be settled."

It now naturally stands to reason that, with these three divisional Sales Managers the analyzation and personal touch will be increased to such an extent that the problems as presented to each Divisional Sales Manager, will be given the attention they should have."

Mr. Kent made it plain that the adoption of this new plan is in no way a reflection on anyone in the home office Sales Department and that he was highly pleased with the way it was accepted and the desire of everyone in that department to go ahead with the plan and back it up 100 per cent.

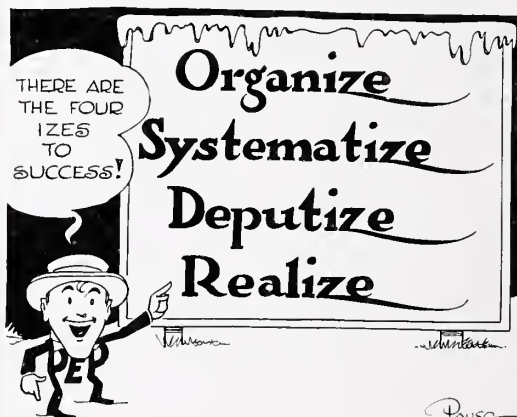
Another feature of this new plan is the formation of the Sales Cabinet comprising Messrs. Ballance, Weeks, Akers, Chamberlin, Beatty and Claud Saunders. This cabinet will be responsible for the carrying out of all sales and distributing policies outlined and approved by Mr. Kent, during the latter's absence on various business trips to all parts of the field.

Hereafter each exchange will take up its respective problems and all matters pertaining to sales in that district with their respective General Divisional Sales Manager.

"I do not hesitate to say," said Mr. Kent, "that this idea was originated by myself for the very reason I knew the department was not getting that efficiency and giving that co-operation to the boys in the field which I keenly desired and I feel certain that with

(Continued on Page 7, 2nd Col.)

Plaster This Up in Your Office



The O. S. D. R. (Old Soldier Drill Regulations) can be well applied to the above.

Just as these four apply to any successive body of men, so should they apply to our every-day lives in business.

Look 'em over—jot 'em down—carry on.

Oklahoma Strikes Gusher

Accessories sales in the Oklahoma branch yielded a few "barrels" a day during the past year.

Under the direction of Mr. T. B. Warford, the Oklahoma Accessories Department, made a real "gusher" record for an exchange of its proportions.

"Watch our output for 1922," says Mr. Warford.

He and his gang will deliver!



In Your Exchange for the Drive

Creswell on Compensation

Under recent instructions from Mr. S. R. Kent, F. F. Creswell, District Manager of Indianapolis and Cincinnati, has been detached from his territory and will make a tour of the exchanges for the purpose of installing the automatic plan of compensation for salesmen, which as demonstrated by Mr. Creswell at the last District Managers' Convention, has proven a huge success in his territory.

During this tour of the exchanges, Mr. Creswell will also analyze the results of each district as to the small town business and wider distribution of same.

No definite date has yet been set for the next sales school. This will be determined after the various exchanges have confirmed to Mr. Kent the progress they have made with the prospective candidates taken in at the exchange for the trial weeks.

Kansas City Prepares for Paramount Anniversary Month

Exchange Working Fast to Make a Record-Breaking Month for the District

J. R. McManus, Branch Manager at Kansas City, is more than confident of equaling Paramount Week in sales if not surpassing it on the anniversary drive.

Pledges are already being mailed to exhibitors to book solid for the month and letters pointing out the value of the week, together with the advantages of the big advertising campaign, will be mailed two a week until the drive closes.

Mr. McManus says that these letters will be a series of punch sales letters.

Novelty sales heralds have already been made up and the exchange is well decorated with special signs for the drive.

R. C. LiBeau, District Manager, upon receipt of Mr. Kent's outlined campaign for this drive, held a rousing sales get-together with the result that every salesman pledged himself to the extent of making a record for Kansas City.

Also the Booking Department is working on every account that calls at the office to book as many additional pictures as possible, with dates for the anniversary month.

And as our correspondent in Kansas City says, "Watch Kansas City—a solid territory for a solid month."

School Timber

When the Paramount Week watch winners were announced in a previous issue of "Pep," no one scanned the list close enough to bring out a big feature of the winners. This feature however, was recognized just a short time ago and here it is—that half of the watch winners were sales school graduates.

Our Friend Milt



Milton Hirsch

If you visit the Milwaukee Exchange any time of the day, you will find a real "peppist" to greet you, in the form of one Milton Hirsch, acting as assistant on sales to Mr. Bernstein.

Mr. Hirsch's thorough knowledge of the industry makes him indeed a valuable asset to that office.

One great man said, "I regret I have only one life to give to my country." Milton Hirsch says, "I wish there were twenty-four working hours a day with only a few hours for sleep."

Big Mexican Deal Closed

E. E. Shauer, Director of Our Foreign Department, Announces Signing of Big Contract

Announcement is made by E. E. Shauer, director of our foreign department, of the signing of a contract for the exhibition and distribution of 104 Paramount Pictures through the Circuito Olimpia, S. A., of Mexico City, one of the foremost exhibiting and distributing organizations in the Republic of Mexico. The beautiful Theatre Olimpia, a recently completed million-dollar motion picture palace in Mexico City, will become the first run house for our pictures and the ten exchanges operated by Circuito Olimpia will be used to obtain the widest possible distribution for Paramount Pictures throughout the republic.

PEP

Australia Pleased

"The Ultimate in Motion Pictures," the attractive booklet which was recently sent out by our Publicity and Advertising Department, has again brought forth worthy comment. In a letter to Jerome Beatty, Director of our Publicity and Advertising Department, John W. Hicks, Managing Director of our Australasian offices, writes:

"We have already received the first allotment of these booklets, 'The Ultimate in Motion Pictures,' and they have created a sensation in this country.

"To my mind these booklets are the finest piece of work of its kind I have ever seen, and we are certainly looking forward to receiving the additional quantity asked for."

It will be remembered that this book won the second prize in the International Direct By Mail Advertising Convention held at Springfield, Mass., recently.

PARAMOUNT PEP

"BUT ABOVE ALL THINGS,
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees
of the
FAMOUS PLAYERS-LASKY CORPORATION
Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 6 JANUARY 23, 1922 No. 29

The Spirit of Competition

This wonderful spirit of competition carried on in a real sportsmanlike manner, has been evident in our organization, especially in the last few months.

Perhaps we can lay the cause of this at the door of realization—realization of the real true sportsmanship that makes competition an enjoyable get-together which at the same time brings out that go-get-'em spirit which is bound to bring our desired results in selling.

Already with Mr. Kent's announcement of the Divisional General Sales Managers, competition has made it's entry among the three respective Sales Managers, and that go-get-'em spirit is well on it's way.

Many exchanges in turn have adopted this spirit of sportsmanship and are out to trim each other in the race for better sales.

Naturally the result is bound to come sooner or later, which is increased revenue.

The very spirit the New York Exchange sales staff has taken on for this March drive, has brought into that office the greatest competition race that has ever been experienced.

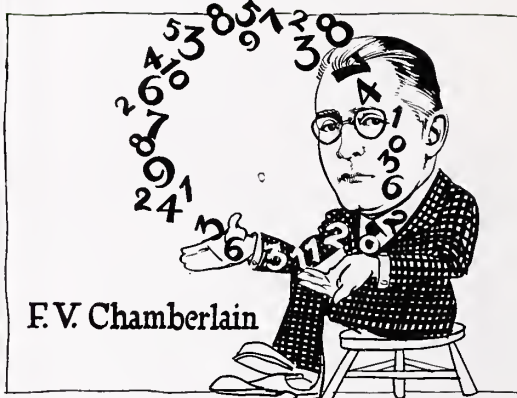
Put your sales staff on a competitive basis—put everybody on a competitive basis, but see that each is a sportsman from every angle, while giving his co-workers a race for the results.

These inter-organization competitive sales drives will be watched with a much keener eye than heretofore, due to the establishment of the three regions of sales distribution forming a nucleus, and a good one at that, for real competition which will bring about a much higher point of efficiency yet obtained in sales.

Now comes the drive for the two weeks of March. Many of the exchanges have made a most enthusiastic and credible start in this race and eyes are on everyone, not only from within the organization, but from the industry in general, for this is the first time our organization has made a two weeks' drive on the basis of our annual Paramount Week.

Let everybody get together on this campaign and give to your co-workers, whether in your respective district or not, any suggestions that you think will assist them in rolling the total to the amount we have promised Mr. Zukor.

Men We Know



F. V. Chamberlain

You all know F. V. C.

He is a wonderful juggler of figures and possesses a keen sense of business that has put the service end of Famous Players-Lasky Corporation on the map with a star.

Publicity Ties Up

An unusual publicity tie-up for Wallace Reid's latest picture, "Rent Free," was recently effected by our publicity department in co-operation with *The Designer*, one of the foremost women's fashion and fiction magazines.

The February issue of *The Designer* contains the first installment of Izola Forrester's novelette, "Rent Free," from which the Reid picture was adapted, Miss Forrester having sold the story to the magazine at about the same time that we obtained the picture rights. Through Russell Holman, in charge of our magazine publicity, advance stills of the motion picture were obtained with which to illustrate the novelette.

Simultaneously with the release of the picture, the magazine containing the first instalment reached its readers. Eight pictures from the film are used as illustrations and the March issue, which will contain the second and final instalment, will carry a similar number.

This is believed to be the first time that a high-class national magazine other than those devoted exclusively to the screen has carried a story illustrated with scenes from the picture, simultaneously with the release of the film version. Moreover, the magazine calls attention to the tie-up in a foreword which states that the illustrations are from the motion picture and that the leading characters are portrayed by Wallace Reid and Lila Lee.

Change of Titles to Date

The following changes in titles have been announced on forthcoming productions and are printed herewith for your guidance:

"The Noose," starring Betty Compson, has been changed to *The Green Temptation*.

"The Husband's Trademark," starring Gloria Swanson, has been changed to *Her Husband's Trademark*.

"The Champion," starring Wallace Reid, has been changed to *"The World's Champion."*

March 5th To 19th, Let's Go!

All Hail Milwaukee



We've been a long time showing them to you folks, but here they are lined up with determination to make Milwaukee stand out as a go-getter exchange.

The Milwaukee Exchange, with the exception of Portland, Maine, is the latest addition to our offices and great credit is due Manager Bernstein and Tom Kilfoil, Special Representative, for the speed and accuracy with which they opened and commenced operation of this office.

In the photo from left to right they are: B. Strcek, shipper; A. Ublacker, assistant shipper; J. Corbett, porter; D. Hare, chief shipper; Theo. Rosin, order puller; L. Marunowski, receiving clerk; J. Clancey, assistant booker; M. Gross, biller; I. Gross, chief contract clerk; H. A. Brand, stenographer; G. Chafe, inspector; F. Block, cashier; L. Wright, telephone operator; M. Hirsch, salesman; H. A. Simons, chief accountant; A. E. Bernstein, exchange manager; C. D. Koehler, booking manager; J. Salzer, chief inspector; A. N. Schmitz, accessory manager; May Hauenstine, inspector; Ada Brereton, inspector; F. Ukasick, inspector; A. Winter, Form 40 clerk; E. Rogers, inspector; E. Kapke, inspector; V. Mushea, inspector; F. Vlieland, stenographer; V. Scheibe, stenographer; M. Claffey, ledger clerk; M. Reynolds, Stock books; V. Riley, stenographer; N. Puhlmann, Form 47 clerk; A. Niedzweiski, typist.

Good Results

Acting on the impression from Leon J. Bamberger's "stick of dynamite," on "The Sheik," so to speak, Hal Horne, Exploiteer at Omaha, carried through Bamberger's unique plan of sending a check to every exhibitor in the territory with a letter attached from the Branch Manager, advising immediate booking on "The Sheik."

The check was made out to the theatre, town and state. On the second line, for the amount, was written, ONE BIG RECORD SMASHING RUN MEASURED IN HEAPS OF SILVER and the check was signed, "The Sheik."

Mr. Horne advises us that this stunt worked so well that within twenty-four hours after mailing these letters, over thirty replies were received, asking information on booking, etc.

This is very good work and the Omaha Exchange is sure to realize a big turnover from this stunt.

About Lithographs

All lithographs formerly pertaining to Realart productions will be delivered in the same manner as our own from the Morgan Lithograph Company.

All orders placed for Realart lithographs will be sent to Mr. Blakely at our lithograph plant in Cleveland at once.

Dinner to Danto

One of the pleasantest gatherings of film people which has ever taken place was the dinner given to Harry Danto, Branch Manager of the New York Exchange, on Tuesday, January 3d, in the Gothic Room at Murray's.

This was in celebration of Danto's birthday—it is to be regretted that the exact number it represented could not be secured—but that was the only regret occasioned by the dinner.

This little gathering was unique, in that the guests were made up of not only members of the Exchange, but a goodly number of Exhibitors who, as was remarked by one of them in his little speech, was brought about in an effort to pay homage to one who is a friend of all.

The occasion was without doubt one of the most enjoyable ever given, and as if a dinner was not sufficient to prove the good feeling which exists in the business, both in and out of the Exchange, toward Harry Danto, a diamond pin was given him to mark this memorable occasion, same being a birthday present from his co-workers in the Exchange. As if this wasn't enough to satisfy anyone of reasonable wants, Danto was also the recipient of a very beautiful watch and chain, given him by Famous Players-Lasky Corporation, as a tribute for exceptional services rendered.

Bang—The Race is On

H. H. Buxbaum, District Manager of New York. Forms Zukor-Lasky Team Among His Salesmen

When Harry Buxbaum, District Manager of New York, heard the news regarding the Tenth Anniversary Drive for March, he with Mr. Danto, immediately divided up his sales force into two teams, the first team to be known as the Zukor team and the other as the Lasky team.

These teams have left the starting point and are on their way around the track to trim one another, the finish tape being the greatest amount of sales for the two weeks in March.

The Captain of the Zukor team is Richard Gledhill, while the Production Chief's Captain is Joe Lee.

Those under the Zukor banner are: Richard Gledhill, leader; Al Ferraro, Bill Burnstine, Jesse Levine and John McNevens. Those under Lasky are: Joe Lee, leader; Milt Kussell, "Teddy" Roosevelt, E. L. DeCosta and Max Marin.

A gold watch and chain is offered by Mr. Buxbaum for the person bringing in the greatest amount of sales for the two weeks.

Both Mr. Zukor and Mr. Lasky, upon hearing of the team formation, immediately sent wires to their respective captains. Mr. Zukor's wire read:

RICHARD GLEDHILL—

I AM SURELY ENTHUSIASTIC ABOUT BEING THE HONORARY CAPTAIN OF YOUR TEAM AND NOTHING WILL GIVE ME GREATER PLEASURE THAN TO WIN OVER MR. LASKY AND THE BOYS THAT HE IS LEADING AND I BELIEVE WE CAN DO IT. IF THERE IS ANYTHING I CAN PERSONALLY DO FOR YOU IN ASSISTING OUR TEAM TO WIN, JUST LET ME KNOW. I AM GOING TO BE JUST AS MUCH INTERESTED IN THIS CAMPAIGN AS ANY ONE OF YOU AND ONLY REGRET I CANNOT GET OUT IN THE TERRITORY AND DO MY END IN SELLING SERVICE. MAY THE BEST TEAM WIN, KEEP ME POSTED. THREE CHEERS FOR OUR SIDE.

ADOLPH ZUKOR.

Then Mr. Lasky wired from the coast the following:

JOE LEE—

I AM DELIGHTED WITH YOUR APPOINTMENT AS LEADER OF THE LASKY TEAM FOR THE BIG DRIVE FOR ANNIVERSARY WEEKS. BELIEVE THAT WE CAN WIN AND SUGGEST YOU ADVISE EACH MEMBER OF YOUR TEAM THAT WE ADOPT AS OUR SLOGAN "IF YOU BELIEVE IT IT'S SO." MY FAITH IN YOUR TEAM WITH YOUR LEADERSHIP IS IMPLICIT. GO TO IT WITH THE PARAMOUNT SPIRIT THAT DOES NOT KNOW FAILURE AND I WILL BE ON HAND TO CONGRATULATE YOU AND THE MEMBERS OF YOUR TEAM IN PERSON AT THE CLOSE OF ANNIVERSARY WEEKS ON MARCH NINETEENTH FOR I ABSOLUTELY BELIEVE THE LASKY TEAM IS GOING TO WIN.

JESSE L. LASKY.

Now you can realize the competitive spirit that has been instilled in these two respective teams and Mr. Buxbaum looks for the greatest record in sales ever established in that office.

Watch the Zukor-Lasky teams go.

Rosebaum Works Fast

Immediately after H. G. Rosebaum, our San Francisco Branch Manager, viewed "The Little Minister" with Betty Compson as the star, he launched an individual campaign and tied up practically all his key points on this production.

Mr. Rosebaum declared he is going to establish a record for quick turnover on this production, and that all his important towns will be played and paid for within the next two weeks.

It is evident that Mr. Rosebaum immediately saw the possibilities of this production and the fact that he has lost no time in going after a quick turnover on this production, should prove an incentive to the rest of the branches to work the same deal.

Say It—



Detroit Gossip

By Al Boasberg

We had a screening of "Forever" at the Majestic Theatre, January 11th. The picture made an unusually fine impression, was a big hit and could have taken an encore. The turn-out of exhibitors from all over the state and from local prominents was very big, and the Detroit Pep Club attended en masse. One exhibitor said: "I will run 'Saturday Night' for seven nights, and Peter Ibbetson forever."

General Manager (Genial Manager) Fred E. North, who booked in "Bronchial Pneumonia" for an extended run, phones that he wants to cancel. District Manager Ross replied: "Contract at Ostermoor Theatre must be fulfilled, to avoid return date." We are happy to report that Mr. North is on the road to complete recovery and that when Dame Nature supplies the missing strength, he will soon be back at his desk ever smiling and selling.

An ode to the New York printers:
?Engravers??—Opr.
Strike if you must—if you thinks it's just—
Go stealthily—watch your step.
But cut all your capers with New York papers,
And don't hold up our PEP.

We have just seen "The Lane That Has No Turning," and we have a "hunch" that it will make Theodore Kosloff.

Winter has not put in its appearance here as yet; it is not even cold enough for the girls to OPEN their goloshes.

Salesman Jack Ryder reports an offer from a local lingerie manufacturer to use the name PARAMOUNT in conjunction with his wares. Jack said it was a good idea for the shirties, but PARAMOUNT has never made a "bloomer."

William Lippincott has been transferred from Zone 6 to Zone 5. Bill's a hustler and this is a well merited promotion.



Grace Veenstra

An Original

Miss Grace Veenstra is one of the original employees who assisted in opening the Des Moines Exchange. She has been with us since before the exchange was opened as an individual branch.

Our New Boston Manager



Walter Scates took over the reins of the Boston office the first of the year.

Mr. Scates is by no means a stranger to many in our organization and is especially well known in the industry.

He was originally with the old General Film Company and later took up his duties with the World Film Company as western district manager. He then came into our fold as Manager at Chicago. Hearing the call of his home town, Boston, he assumed leadership of the Realart office, and the enviable record created by him on sales for that district, prompted Mr. Kent to take him on for the supervision of the Boston office.

A most hearty welcome is extended to Mr. Scates and the best of success and well wishes are always with him.

Fieldman Promoted

Jos. Fieldman, one of our sales representatives at the Minneapolis Exchange, has been promoted to special key center salesman by Branch Manager Strief.

Joe is a hard worker and rarely fails to bring home the bacon.

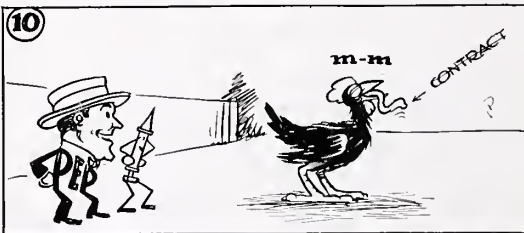
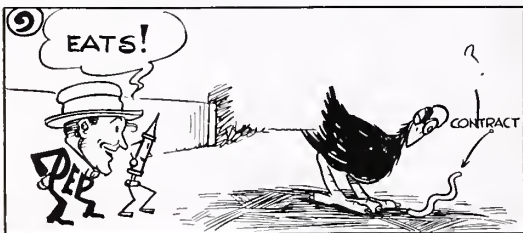
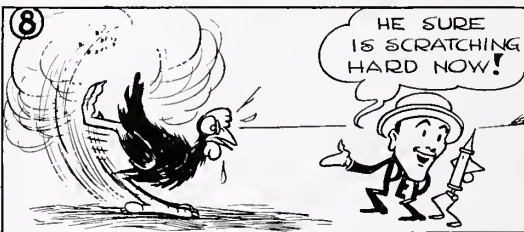
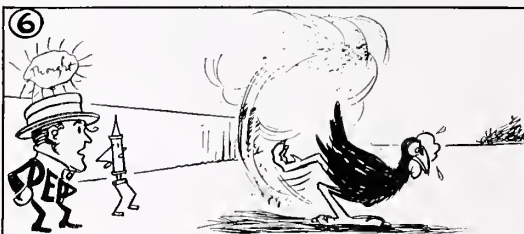
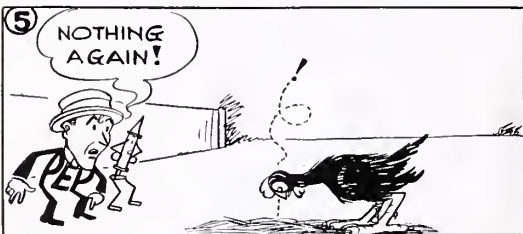
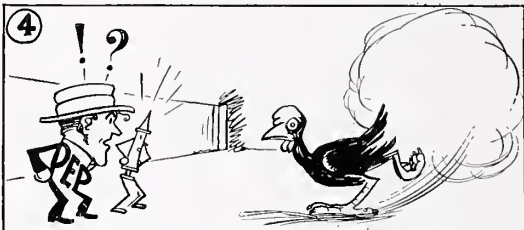
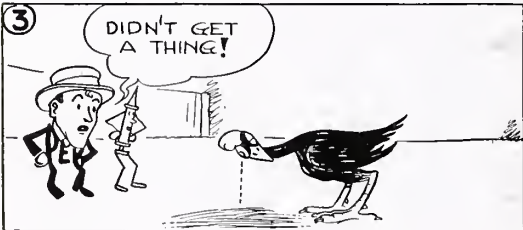
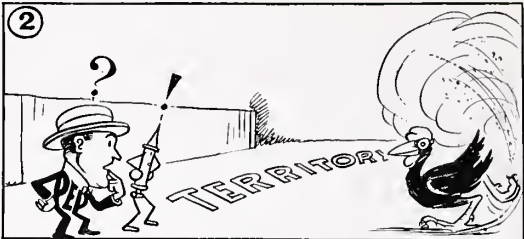
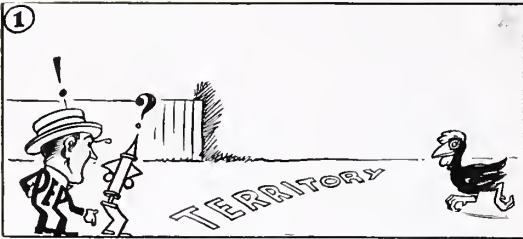
Good luck to you, Joe. Keep going.

New Form of Sales

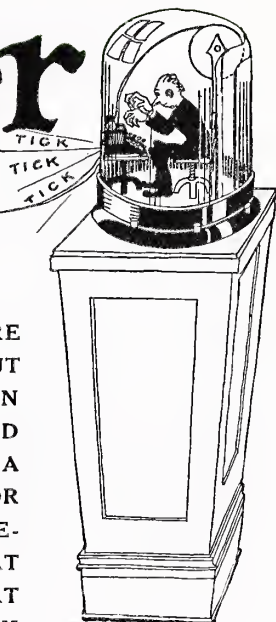
(Continued from Page 2)

the adoption of this new plan we will be able to derive a far greater increase of revenue, other than heretofore secured under other plans of distribution. Furthermore the coming year is going to be one that will call for a closer analysis of our possibilities than ever before in our history and is going to call for a greater degree of cooperation between the home office and the field forces, so we want everyone to take this plan in the vein it is intended and to work with us for stretching the tape of efficiency to that point which will bring the desired results.

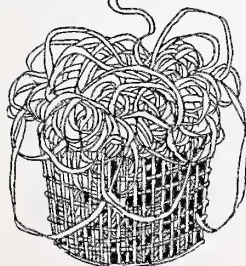
Are You Scratching?



Pep's Ticker



A RAFT OF GREAT PRODUCTIONS ARE ON THEIR WAY . . . TELL 'EM ALL ABOUT 'EM . . . FRED CRESWELL STARTS ON HIS BIG TOUR . . . RALPH KOHN SAILED FOR EUROPE LAST WEDNESDAY ON A TWO MONTHS' TOUR ON BUSINESS FOR THE COMPANY . . . GEORGE WEEKS BECOMES A REGIONAL SALES MANAGER AT THE HOME OFFICE . . . WATCH THAT ZUKOR-LASKY TEAM AT THE NEW YORK EXCHANGE GO . . . WHO'S GOING TO WIN—SEE STORY . . . HOME OFFICE PARAMOUNT CLUB TO GIVE DANCE JANUARY 28TH ON THE 8TH FLOOR . . . CLARA BERANGER HAVING COMPLETED WORK ON "BOUGHT AND PAID FOR" RETURNS TO NEW YORK FROM THE COAST . . . WE ARE GOING TO SUE THE PRODUCERS OF "ONE GLORIOUS DAY" FOR STEALING PEP TO PLAY THE PART OF EK . . . L. C. C. WALLACE, WASHINGTON EXCHANGE MANAGER, VISITS HOME OFFICE . . . HAVEN'T SEEN GEORGE SCHAEFER FOR QUITE SOME TIME, HE'LL PROBABLY BE IN NEXT WEEK—UNDERSTAND HE'S BEEN UNDER THE WEATHER—THEY'RE GETTING OUT SOME GREAT ADVERTISING ON "THE MISTRESS OF THE WORLD" . . . JOHN ROBERTSON TO PRODUCE "BLOOD AND SAND" AT THE WEST COAST STUDIO . . . FITZMAURICE WILL PRODUCE A OUIDA BERGERE ORIGINAL ALSO AT WEST COAST . . . PRODUCTION DEPARTMENT PURCHASES "BURNING SANDS" . . . WILL BE A MELFORD SPECIAL—SAID TO BE A BETTER STORY THAN "THE SHEIK" . . . HERMAN WOBBER, COAST DIST. MGR., RECOVERING FROM AN ATTACK OF THE FLU . . . LOUIS MARCUS, SALT LAKE DIST. MGR., RECOVERING FROM NERVOUS BREAKDOWN . . . WE ALL WISH THEM SPEEDY RECOVERY AND GOOD HEALTH . . . TED YOUNG IS PUTTING UP A NEW EXCHANGE IN OMAHA . . . HE IS COMMUTING BETWEEN NEW YORK AND WASHINGTON . . . WELL, TAKE CARE OF YOURSELVES, FOLKS . . . SEE YOU AGAIN SOON . . .



The Easiest Thing In The World—

A Set of Eye Catchers



Claud Saunders has used sets of two one-sheets and two three-sheets for "Mistress of The World." This will surpass anything in history in the block poster line.

The basic scheme of all of them is a splash in which the title is knocked home with the impact of a pile-driver.

As impressive as these illustrations are they can only give a fraction of the effect achieved by the color schemes. In the one-sheet, "All Hail the Mistress of the World," the splash is bright red—background black, the selling line and exclamation point white. The other one-sheet, "Who is the Mistress of the World," the background is blue.

"Who is a question mark" white with the lettering of the title the same as the background.

The three-sheets are in white, orange and black.

You're All Wrong, Given

H. W. Given, Branch Manager at Chicago, says that while he was Manager at Pittsburgh, he sent out a questionnaire to the various exhibitors asking several important questions as to the status of their house, etc. This was last July.

In January of this year, he received the following reply to the questionnaire from an exhibitor. It read:

"Dear Sirs

In wich way do yours think your or helping us when your charging such prices for two year old picture and when I paid 13.13 for one picture wich hat no richt ending and where there onley smal piese of reading and patrons went out saying we cant understand it when I complaint your promised to give me a picture free of charge and to this day your have not fulfilled your promise is it what your call helping us or is it fair to have one hondert and seventeen dollars of my money for one year deposit and not paying any interest on it wich is against the law. if your can tell me where your or even trying to give me a left pleas let me no."

very respectfully

Mrs. Welhen Benedese

Happy Hour Theatre,

3202 McClure Ave., Pittsburgh.

DENVER EXCHANGE

Correspondent—Wm. T. Phillips

"Self-Protection For the Married Salesman," is the title of a new book, written by Mr. Hugh Braly, our enterprising salesman for Zone 5. The material for this super-production was secured from the above gentleman's experience in transferring Realart accessories, films, et cetera, to our office.

Although Mr. Braly disturbs the scales to an enormous extent, he is worrying over the fact that he is losing one or two of those pounds during the transfer.

Our exchange acquired a new Chief Accountant in time to start the New Year off with a bang, and the Denver Paramounteers are pleased to introduce Mr. Teddrick, who gets the money or causes trouble.

A new salesman now graces our office in the form of Mr. Hayden, who was formerly with Realart. We expect to see a few contracts roll in when Mr. Hayden tears out on the road.

Ah! Yes, when Mr. Braly received the watch which was sent him by the Home Office for his excellent week during Paramount Week he said "it pleased me more than a thousand dollars would have."

To Remember Is — Truth

Lewis Wires From Coast

M. H. Lewis, Special Representative at the west coast, sent the following wire to S. R. Kent:

"Have spent several days Realart Studio—am very enthusiastic over produce for release over balance of the season—we should impress upon Organization that despite commercial weakness of one or two Realart stars each picture cast with very strong support thereby materially increasing screen value—Nancy from Nowhere exceptional—Daniel's picture fully up to Paramount standard—Midnight with Binney and great cast very good—Too Much Wife, Hawley very pleasing farce comedy—Minter's Tillie very well done, only objection story similar type Under the Lash—Considering Realart's limitations, South of Suva, with Minter, is exceptional release very picturesque and out of ordinary should have no difficulty securing classification you have set—McAvoy's Baby Doll retitled Top of New York with proper exploitation should establish her as great Paramount star—will be released as Taylor special—McAvoy has tremendous possibilities properly placed and directed—Meighan's If You Believe Its So is best picture to date and should rank with City of Silent Men—all of us greatly impressed with Moran of Lady Letty—very different from regular productions most remarkable sea stuff and very thrilling fight between Valentino and Walter Long—predict great commercial success—also saw Arbuckle Via Fast Freight—best picture since Brewster's Millions—under ordinary circumstances; would be knockout in event of acquittal recommend releasing this first being far more appropriate than Skirt Shy—great comedy absolutely clean—Mr. Lasky deserves great credit for uniform high quality present and future releases."

Commenting on this wire Mr. Kent said: "The very fact that Messrs. Lewis, Wobber, and Tragardh formed the basis of this report, should prove a tremendous incentive for all to go out and get real money for these pictures."

"In spite of the ever increasing quality of our product, it seems that the future releases are even of higher standard than we have had since the first of September," said Mr. Kent.

"Furthermore," continued Mr. Kent, "these bulletins from Mr. Lewis and the boys on the Coast that review far in advance of release, are of exceptional value to us, and if we believe what they tell us, there is no reason why we should not get the last dollar in revenue for products of this quality."

DES MOINES EXCHANGE

Correspondent—Hazel Douglas

Mr Royster, our exploiteer, has been transferred to Cleveland Exchange. We don't any more than get acquainted and learn to love 'em, than along comes Daddy Saunders and takes them away. Sorry to have you leave us, Harry, but good luck to you just the same.

Miss Wheeler, our Contract girl, has been carrying her left arm in white cloth Rolls-Royce. Shall we tell how you broke it, Mickey?

Al. Dickson has been promoted again—guess the sky is his limit. Dick is a mighty fine fellow, folks, and he has many friends in the office who wish him to "knock 'em dead." Oh, yes, he is a Salesman, now.

And here is our hand to his successor, Mr. Clement, formerly of the Realart office, at Omaha.

Laugh With Us

(Heard at the Cincinnati Exchange)

Charlie Behlen, Booking Manager, is authority for the following story:

At a recent election, an exhibitor in a small town where "Movies" is forbidden, was elected Mayor. His first unofficial act was to open his theatre on Sunday. Immediately, all the normal elements of his community protested that he was breaking the law which he had sworn to uphold. So he "sold" his theatre to his wife; and now every Sunday the theatre is open (and by the way, they do a very profitable business) and on Monday, the Mayor fines his wife \$1.00 for breaking the law. Which merely goes to prove that a man can be an exhibitor and still have brains.

An exhibitor entered our exchange and asked for Charlie Reagan, Sales Manager. He was directed to the Sales Department, where Charlie received him with a hand-shake and a cigar. Without warning, the exhibitor began to pour into Charlie's attentive ears a hard luck story of how badly one of the other film exchanges had treated him. Finally he ended up by saying, "And do you know, one of their salesmen actually told me to go to the devil." "Then what did you do," inquired Charlie politely. "Why, then I came straight to you," was the startling reply.



Two Albany Peppers



Aside from being chums in their little social world, they are the best of pals in business relations.

This is indeed a good acquaintance to work up for the gentleman on the left is Mr. Lake, Sales Representative, and the gentleman on the right is Mr. Freeman, Booking Manager.

From Des Moines



Anna K. LeGendre

Anna K. LeGendre entered the employ of the Kansas City Exchange in August, 1917, as stenographer. The following year she was transferred to St. Louis as cashier and in August, 1918, came to Des Moines as Chief Accountant. Miss LeGendre was married last September to George D. Menzie, but still goes by the name LeGendre in her business connection here.

INDIANAPOLIS EXCHANGE

Correspondent—Oscar A. Kantner

Assistant Correspondent—Mrs. Latta

Don Hammer states that his name does not signify that he is a knocker but that he intends to use his name as a handle for a sledge hammer that will nail the Exhibitors so tight to the Paramount trade mark that you could not break them loose with a seventy ton derrick. Hammer just blew in from Cincinnati and will have charge of Zone which includes the Kentucky territory recently annexed to the Indianapolis Exchange.

Jimmie Schorgl, who has been with our organization over two years in Kansas City Branch has been transferred to Indianapolis in capacity of Asst. Booker. Welcome to Hoosierdom, Jimmie, and our fair City—Here's hoping you will like the change.

Carl Neiman is a wicked dancer. He is also an "evil" assistant to Art Mueller, our accessories manager. It is Carl's contention that if Mueller will get him the accessories he will see to it that the Exhibitors will receive their advertising in plenty of time for their show.

Mr. Creswell, our District Manager, is sorta setting the pace for the good looking offices here in Indianapolis. If he does not keep his office door locked he is liable to come down some morning and find that his beautiful office furniture has been moved out in the Exploitation Department.

Mr. McConnell, salesman in Zone 4 says that Hancock need not feel so chesty over his Paramount Week watch because he has one also and as he came to Indianapolis from Cincinnati evidently the watch was sent to Cincinnati and Mr. McConnell says he has every reason to believe that if he would go down to Cincinnati to get his watch, it is possible that Norman Dixon might be wearing it. We hope, Mac, since you have the watch that the Exhibitors will give you the time.

The Minneapolis Mirror

By Bam

The deepest sympathy is extended to William Grant, Manager of the Contract Department, by the entire organization owing to the passing of his beloved father. A floral offering was sent on the day of burial by the Minneapolis Paramount Pep Club.

We were all happy to have as a recent visitor, even if only for a day, genial F. S. Fountain, Special Representative of the Department of Distribution, who came here from Omaha on matters involving the Realart transfer, and left speedily after seeing that everything was O. K., for St. Louis. This office surely proved itself equal to the task of transferring the Realart business, but I dare say that this was true of every office. It's the Paramount spirit that makes these accomplishments possible.

Stella Lettus of the Accounting Department was called suddenly to Fargo, N. D., where her sister was seriously hurt in an automobile accident. We expect Stella back in about a week. Happily, the injuries will not prove fatal, according to latest reports.

Six new Paramounteers, all in a row—

To join our family didn't have far to go!

Here they are, formerly Realart cousins, now Paramount brothers and sisters:

Mike Comer, salesman.

A. M. Frederichs, booker.

Mike Currey, booker.

Mary Mullen, office manager's secretary.

Bertha Segal, stenographer.

Florence Peterson, inspector.

Welcome, one and all, and be sure to be around when Jector calls! We'll all like you if you've got PEP!

BUFFALO EXCHANGE

Correspondent—Miss G. M. Robinson

Mr. Buxbaum made us another short visit—glad to see you again, "Bux." You're always so full of pep and enthusiasm.

Mr. L. Wolfe is again in our midst. Welcome home. Nuthin' to it, boys, they all come back eventually.

Mr. R. E. MacIntyre made us a very hurried visit the other day—FGGed and GGGed around here for a few minutes and then rushed off to Albany.

Miss Britt, formerly with Realart, is now one of the Accounting Department crew. We hope you like us, Miss Britt.

Mr. Rose, our lucky salesman, got the Paramount Week gold watch, boys, all engraved, 'n'everthin'. Lucky chap, what?

CINCINNATI EXCHANGE

Correspondent—Samuel Cohen
 Assistant Correspondent—Mildred Kerr

Extra! Extra! Birdie Caldwell balances up Morgan Report the first time! Entire exchange forms procession to her desk to offer congratulations at this unequalled feat. It is even rumored that Gene Haddow, Office Manager, will publicly show his appreciation by presenting Birdie with a brand new set of blank Morgan reports. When Sammy Cohen, accessories manager, expressed surprise at such unheard of generosity, Gene remarked, "Nothing is too good for her." Thus is virtue rewarded.

One of the exhibitors presented Effy Ott, our petite cashier, with twenty dollars as a Christmas present. Generously, Effy invested the money in candy and cigars and distributed them to the entire personnel. "You see," she explained with feminine logic, "the money was really meant for all but he (meaning the exhibitor) is so accustomed to giving me money when he pays bills that it was natural for him to think of me first."

Norman Dixon, M. E. (Master of Exploitation) speaks of his left hand as "that doggone hand of mine." Yes, inquisitive reader, a dog sneaked up on him and bit him. The opinion of the office force is divided 50-50. Half the people think he sneaked up on the dog; the other half dismiss the whole affair by saying that "a man is known by the company he keeps."

The Realart transfer was accomplished in record time. The efficiency and dispatch with which it was accomplished was a source of satisfaction to Gene Haddow, the director-general of the transfer. "There isn't a more loyal, conscientious and efficient group of Paramounters in our entire organization. You can always depend upon them in an emergency." 'Nuff said!

Wow!—Ata Spirit!



"Peppers" Are Guests of "Salts"

By Dan Roche

The Chicago Paramount Pep Club was the guest of Commandant Wurtzbaugh at the Great Lakes Naval Station, 25 miles north of Chicago, recently. The trip was made in a special train over the North Shore Electric road, more than a hundred enthusiastic Paramounters boarding the cars at 5:30 and being whisked to the gates of the Station in record time. They were met by a contingent of "gobs" and conducted to the "Well-fare House" where a wonderful turkey dinner, with all the "trimmins" was served. Believe me, those famished guests did justice to it, too. During the dinner music was discoursed by the Station Orchestra and several of the sailor boys rendered vocal selections. All this however, did not deter the crowd from the task at hand, namely:—"Eats."

After dinner the floor was cleared and dancing was indulged in by those who were able to navigate after the feed. The whole party then adjourned to the spacious theatre and witnessed six boxing bouts, to a finish, by the flower of the navy. Several of the ladies in the party left after the first round when a slender lad received a beautiful wallop just abaft his kisser and spat out a tooth or two. Aside from this untoward event the ladies were game. Smith, the genial sporting editor of the Chicago "Evening American," nationally known as a referee, officiated as referee so that no time was lost by "holding."

The return trip was made about midnight, being enlivened by songs, stunts and speeches by members of the party.

Now If It Had Been Wally Reid!

From Columbus (Ohio) Despatch.

Norman Dixon, who achieved press agent fame hereabouts by his "Too Much Speed" campaign, was in Columbus yesterday for the Paramount offices in Cincinnati. Dixon had just taken the bandages off one of his hands, having been severely bitten by a dog in Cincinnati. In justice to him, however, we will say that the dog was not in a newspaper office.

Cup to Ross

The Pittsburgh Paramount Pep Club presented a fine silver loving cup properly inscribed as a token of esteem to Mr. H. A. Ross, District Manager of Pittsburgh, Cleveland and Detroit.

The presentation was made at the sales convention held at Cleveland recently.

Through Mr. Ross' kindness, big heartedness and far sightedness the club enjoys many good things and they wanted him to know they appreciated it.

One of the younger members of the Club wondered what he would put in it, but did not get any definite information on the subject.

A Benedict

M. B. Gore, office manager at the Milwaukee Exchange, was married January 7th in Chicago.

Congratulations are in order for Mr. and Mrs. Gore.



A Happy Gathering



That west coast crowd surely are a peppy bunch.

When the Christmas holidays rolled around, you can bet they did not slip by without a happy gathering of some sort.

The photograph shows the Property Department at our West Coast Studio, all enjoying a Christmas dinner in a nearby cafe with presents for everybody on the tree.

In the photo they are, left to right, sitting: Wm. Mohr, shipping clerk; L. D. McKnight, driver; Roy Schwab, rental department; John Leonard, property man; George Melfors, Chas. Maritzen, dressing squad; Wm. Buzan, draper; R. L. Gollmer, dressing squad; Claire Graf, hand property department; H. D. Tracy, dressing squad; Judge Weatherwax, dressing squad; W. Briggs Wilson, property man; George Crook, property man; A. J. Jingles, hand property department.

Left to right, standing: Winifred D. Catt, office clerk; Maybelle Johnson, office clerk; W. D. Hopman, draper; Henry Hathaway, dressing squad; George Cortelyou, property man, W. D. Taylor Co.; Lee Marple, property man, Penrhyn Stanlaws Co.; Wm. Strohback, property man, C. B. deMille Co.; William Greene, property man, Jos. Henabery Co.; James Morehouse, dressing squad; William Strath, property man; George Goudge, property man; Arthur Camp, property man, Al. Greene Co.; Bery Gilroy, property man, Phil Rosen Co.; S. S. Boothe, dressing squad; Charles Johnson, driver; Jack Catt, driver; Wm. Woodring, motorcycle driver.

"Bought and Paid For" Will Follow Play

William deMille Will Follow This Famous Stage Success, Scene for Scene

Critics who decry the practice of changing a stage play in adapting it for the screen, will be left without an argumentative leg to stand on in the case of the photoplay presentation of "Bought and Paid For," which William deMille is now producing.

According to Mr. deMille and Clara Beranger, the scenarist entrusted with the adaptation, the photoplay will be a faithful reproduction of the famous George Broadhurst story.

"'Bought and Paid For,' is one of the greatest melodramas ever written," declared Mrs. Beranger in discussing her work on the deMille picture. "Its situations are good; its characters well drawn and genuine. The play's construction is excellent dramatically and it lends itself admirably to screen adaptation."

"In transposing it to the screen we are following the original construction almost scene by scene. Whatever changes made will be in matters of atmosphere rather than in construction or story. We hope to make the photoplay story rather more romantic and a little less harsh than the original. We believe we can do this without sacrificing any of the tremendous dramatic situations in the original and at the same time develop a wider appeal than the play could claim."

Mr. deMille has selected a notable cast to portray the principle rôles. Jack Holt has been chosen to play Robert Stafford. Agnes Ayres will be seen as Virginia Blaino, and Walter Hiers will play the irrepressible Jimmy Galley.

Back to the Fold

Added to the West Coast Publicity staff of Adam Hull Shirk are Barrett C. Kiesling, former publicity chief at the Realart studio before the amalgamation, and Thomas S. Englar, his associate.

This is in a way a "return to the fold" as before the formation of the Realart department Kiesling and Englar were members of the Lasky staff.

Shirk Says:

Dear Mr. Pep:

Here we are again—holidays over—new year started and everybody busy and happy. Nice weather after a lot of rain . . . the following companies at work: Betty Compson and Tom Moore just starting in Penrhyn Stanlaw's production, "Over the Border," by Albert Shelby LeVino based on Sir Gilbert Parker's short story, "She of the Triple Chevron" . . . company left at once for the snow regions of Truckee, Cal., and will be gone for several weeks. . . . William deMille making fine progress with "Bought and Paid For," with Agnes Ayres, Jack Holt, Walter Hiers, Leah Wyant and others . . . Gloria Swanson never so lovely as in "Beyond the Rocks," by Elinor Glyn, directed by Sam Wood . . . Rudolph Valentino makes a handsome hero in the leading male rôle . . . company now at work at Lasky ranch doing exteriors of big estate in England . . . Wallace Reid finishing up "Across the Continent," with Philip Rosen directing . . . soon to start "The Dictator," Willie Collier's play by Richard Harding Davis with James Cruze directing . . . Thomas Meighan is busy with "The Proxy Daddy," directed by Alfred Green and with lovely Leatrice Joy as leading woman . . . he will next do George Ade's "Our Leading Citizen" . . . Agnes Ayres soon to start "The Ordeal" after she finishes in "Bought and Paid For" . . . William D. Taylor will produce this picture and it is an original by W. Somerset Maugham who spent some little time here last year . . . "Val of Paradise" is Jack Holt's next star picture and Joseph Henabery will handle the megaphone . . . he did a good job with "While Satan Sleeps," which is a corking picture . . . George Melford is to produce "The Cat That Walked Alone," with Dorothy Dalton . . . Miss Dalton now at work on "Tharon of Lost Valley," with Paul Powell directing . . . Will Payne, famous writer, goes to Florida after watching his picture "A Truthful Liar," in production with Wanda Hawley starring under Thomas Heffrons' direction . . . "The Heart Specialist," with Mary Miles Minter, directed by Frank Urson, and "The Sleepwalker," starring Constance Binney, directed by Edw. J. LeSaint, are going good. Bebe Daniels and May McAvoy recently finished two pictures . . . Jesse L. Lasky, first vice-president, expected here shortly . . . Clara Beranger gone East . . . she did the adaptation of "Bought and Paid For" . . . that's about all for this time.

Yours for Paramount,

SHIRK.

Back on the Lot

George Melford is back at the studio following a vacation spent in the East and has completed preparations for a special production, "The Cat That Walked Alone." Dorothy Dalton will be the star in this production.

Happy Walter



Walter Hiers

Between shots Walter Hiers, the hefty comedian in many of our pictures, smiles happily on discovering a four leaf clover on the Lasky lot.

Mr. Hiers is appearing now in "Is Matrimony a Failure," with T. Roy Barnes and others.

Noted British Author Visits and Lauds Lasky Studio

Latest of celebrities to visit the West Coast studios is Mrs. A. M. Williamson, who is the "A. M." of the "C. N. and A. M. Williamson" who are internationally famous as the co-authors of "The Lightning Conductor," "Lord Loveland Discovers America," "The Princess Passes," "Lady Betty Across the Water," and other successful novels.

Mrs. Williamson was delighted with the plant, so much so that she wrote for the press department a personally signed article giving her impressions.

An interesting feature of her visit was a reunion with Madame Elinor Glyn, her contemporary in British letters who she has not seen since she entertained Madame Glyn at her villa near Monte Carlo ten years ago.

Mrs. Williamson is not tied up with any film company and has not yet decided whether she will write directly for the screen.

Tommy Travelin' Again

"Tommy" Meighan seemingly cannot escape trains. If he isn't commuting between New York and Los Angeles, he is "working on the railroad," so to speak. During the last week scenes for "The Proxy Daddy" have been made aboard a special train at one of the local stations. This picture, which promises to abound in human interest, was adapted by Olga Printzlau from the book by Edward Peple. Leatrice Joy is the leading woman.

All in the Game



Before Agnes Ayres goes on the floor or on the lot, she has her hair done up by Hattie, the famous hairdresser at the West Coast Studio.

Be a Sticker—Not a Kicker



The Pepville Gazette



Vol. 6 No. 29. MONDAY, JANUARY 23, 1922 Price: A Jit

THE PEPPVILLE GAZETTE
PUBLISHED WEEKLY
Entered at the Postoffice through the Mail Slot

Editor's Office:
Over the Telephone

Weather—
RAININK

Motorists' Epitaphs

At fifty miles
Drove Ollie Pidd.
He thought he wouldn't
Skid, but did.

George Weeks Again

George Weeks, one of our
General division sales managers
strolled into a drug store the
other day and asked the clerk
for a man's comb.
Said the clerk to George, "Do
you want a narrow man's
comb?"
Said George to the clerk,
"No I want a comb for a stout
man with rubber teeth."

Must Be Reliable

"I've just been thinking, Flo,
there's room in the yard to
keep twenty or thirty chick-
ens."
"But my dear, we use only
half a dozen eggs a day. One
good, reliable hen ought to be
plenty."

Exhibitor's Epitaph

He kept our pictures off his
screen—
Yet he drives a limousine—
But here's the sad part of the
joke—
He's only a chauffeur for an-
other bloke.

Number, Please?

The man who had struck one
of those rare not-so-very-pro-
hibition parties and didn't want
to leave it had made two un-
successful attempts to get into
the telephone booth, the third
time negotiating it like a ferry
going into a strange slip. He
dropped his nickel in.
"H'llo, h'llo, h'llo," he cried.
"Say, gimme Line'es Busy,
thassa good girl. H'llo, whassat?
Line's busy? Aw right."
He staggered out.
"Lord knows I tried to get
her anyway," he murmured.

Some Call It Luck

She—I see a woman fell the
other day and bit off part of
her tongue.
He—Was she married?
She—Yes!
He—Huh! Some men have
ALL the luck!

THE GAY DECEIVER

"Helen married a rich man,
didn't she? I understand he
had one foot in the grave."
"That's what she thought, too,
but he still buys his shoes by
the pair."

Heard In Office Boys' Row

"Aw Gee! he's so dumb he
thinks the Ace of Hearts is a
Valentine."
"Go on! he's dumber than
that—he asked me if Babe Ruth
was a Chorus girl."

Cause and Result

"Why is it that a red-headed
woman always marries a very
meek man?"
"She doesn't. He just 'gets
that way.'"

Prepared for the Worst

A tall, nervous-looking man
rushed into the village grocer's
shop.
"Sell me all the stale eggs
you have," he demanded.
"Well, I don't usually sell
stale eggs," said the grocer,
"but I could let you have some
if you."
"I must have all you've got."
"I suppose you're going to see
'Hamlet' at the village hall to-
night?" said the grocer, know-
ingly.
"Hush!" said the stranger,
glancing around nervously. "I
am Hamlet."

The Co-operative Method

He—"Can you keep a secret?"
She—"Oh, yes, do tell me. I
was so worried because I
couldn't think of a thing to talk
about at the card club this af-
ternoon."

Not Many Pieces Left

Mrs. Smart—But if your laun-
dress charges you by the piece,
it must be rather expensive.
Mrs. Wise—Oh! no. She loses
so many pieces that her bills
are never high.

Best On Approach

"What animal makes the
nearest approach to man?"
asked the teacher.
"The cootie," cried the red-
haired boy.

Overheard on the Lark

"Sorry, girls," apologized the
hard boiled owl to the occu-
pants of a lower II, "but thish
ish my bert and one of you has
simply got to get out."

LITTLE PEPPINANeeded Ice Water But—





G.W. Weeks



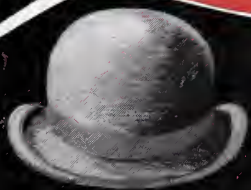
H.G. Ballance



G.E. Akers

Paramount

PEP



HATS IN THE RING—WATCH 'EM GO

Most Men Know That a Thing Their Hats Are In The Ring

Messrs. Ballance, Weeks and Akers Enter Into a Hot Competitive Race for Business on the March Drive

When Messrs. Ballance and Akers entered their offices one morning recently, they found there a challenge from "little" George Weeks to the effect that he, George Weeks, backed by every district and branch manager, salesman and employee in Division 2, was defiantly challenging Divisions 1 and 3 and their "gang" to do battle.

He closed by saying "if you are game, accept and nominate your seconds."

Of course Mr. Weeks looked for a reply but not quite so quick and strong as the ones he received from both gentlemen he had challenged. Anyway the battle is on and each divisional Sales Manager has already communicated and been assured in return from his "gang" that the other two districts won't be in the running.

When S. R. Kent learned of the issued and accepted challenge, he was delighted over the entire affair and said this was the spirit he liked to see maintained in our selling organization at all times.

"This is a real example," said Mr. Kent, "of healthy competition and the fact that the various District and Branch Managers have pledged their support shows that this promises to be the greatest race we have ever had in our many drives."

Mr. Ballance has already made a trip to his territory and says that the East is going to bring home the bacon.

George Weeks says he is already congratulating Messrs. Ballance and Akers on second and third place respectively.

Jerry Akers, of course, says now that he is through laughing, he wants to call attention to the fact that Paramount Week prize winners for the last three years, with very few exceptions, are located in his territory and they have an advance guard out for a well guided attack to capture the prize dug-out on the drive.

Of course in answer to this statement, Harry Ballance says that that was what the German Army said a few weeks before the Armistice—well, anyway, the three of them are still going it and their respective divisions are backing them with more enthusiasm and determination than has ever been displayed in the history of our organization.

Now the race is on.

Each Divisional Sales Manager has named for his seconds every last man in their respective divisions.

Of course we don't know just how serious this contest is going to turn out, but Pep knows that Messrs. Ballance, Akers and Weeks are not eating lunch together any more and probably won't until the drive is over—really boys, you must simply make your respective Divisional General Sales Managers win this race, for when it's all summed up, this competitive scheme will do more in rolling up our pledged amount to Mr. Zukor than any other sales formation we have ever had.

Now, go to it.

Booking 'Em Solid

E. P. O'Neil, salesman out of the Kansas City Exchange, has booked the Courter Theatre of Galatin, Mo., solid for January, February and March.

Furthermore, he secured play dates for the whole month of March, our anniversary month.

Raining Telegrams

Since our announcement to the trade of the plan to celebrate our Tenth Anniversary in March, Adolph Zukor, our President, has been deluged with telegrams from leading exhibitors all over the country, congratulating the company upon its success and present position in the film world and extending to Mr. Zukor personally, their sincere felicitations and appreciation of his leadership ever since the birth of the modern motion picture a decade ago.

Were we to reproduce one half of the telegrams received by Mr. Zukor, in Pep, we would have to devote a special issue to it.

However, each and every telegram carries a sincere message of appreciation for Mr. Zukor's work in not only bringing this organization to the front but in creating and maintaining a higher standard for the entire industry.

As We Were About to Say



H a p p e n e d — T h a t ' s A l l

Which All Goes to Prove—

That the Advertising and Publicity Department put over a truly valuable tie-up with the publishers of "The Sheik."

The story is laid in Pittsburgh.

The leading man is D. D. MacFarlane, Sales Manager of the Pittsburgh News Company.

The author of this particular play is Bill Robson, Exploiteer at the Pittsburgh Exchange. The story goes:

That Mr. MacFarlane says that all he has heard in the last month is Sheik, Sheik, Sheik. "Stop the picture or I'll go crazy," he says.

The reason for this is evident. The sale of the book has been way beyond anticipation. Over a thousand copies were disposed of in five days. Right now Mr. MacFarlane is short one thousand additional copies which are on heavy demand.

"All I hear over the telephone is Sheik, Sheik, Sheik. If it isn't one call it's another and I can lay this at the door of only one thing, that is—the tremendous success of the picture."

Mr. MacFarlane further stated that this has been one of the biggest feats of cooperation between book publisher and motion picture concern that has ever been accomplished.

Editor's note—Produce this scenario in your territory.



A Productive Department

The Non-Theatrical Department, recently inaugurated in the New York Exchange, under the supervision of Joe Levee, already promises to be one of the most productive Departments in the Organization, and Mr. Levee seems to be particularly fitted for this work.

In selling to this class of exhibitors, sales procedure entirely different from that usually used has to obtain, as it requires unlimited patience to close business with priests, ministers, school teachers, ladies' club and Y. M. C. A. official. Courtesy and tact are just as essential as a perfect knowledge of the product, and to give an idea of the patience required in booking this class of users, it recently took Mr. Levee two hours to book a church with five Burton Holmes. Of course, this is an exception. Once this Church was satisfied with the program furnished them and the treatment accorded in doing so, the future business is assured.

Mr. Levee has inaugurated an extensive mail order campaign and this is bringing results which are more than gratifying, bringing in such new accounts as the Bloomingdale Hospital, White Plains, N. Y., Mt. Lake School, Mt. Lake, N. J., and the West Side Day Nursery, Jersey City, N. J.

Mr. Levee is very enthusiastic over the great possibilities of the Non-Theatrical Department, and promises an endless volume of absolutely new business.

A "Leak" from Minneapolis



A. B. Leak

One look at this chap's face will convince anyone that he is "Mr. Pep" personified, and folks, this is not a pose, but you'll find the smile and the twinkle in the eye—showing that he is 100 per cent alive—is there at all times. It is our great pleasure to introduce Mr. A. B. Leak, Minneapolis Sales Representative, a regular "go-getter," winner of one of the prize watches for extraordinary service Paramount Week,

1921, and an exploiteer of no mean ability. He came to Paramount from the hardware business, in which he also stood ace high; is assigned to one of the South Dakota zones, and is one of the boys that you just feel certain is eventually going to reach great heights in our organization.

A Record for Heralds

Mr. Morris Gluck, who is Manager of the Accessories Department at the New York Exchange, and divides his time between that game and Doctors, Dentists, Surgeons, Chiropractors and Chiropodists, has broken all his previous record on the sale of heralds, on those issued on "The Sheik." Mr. Gluck has sold 108,000 and has exhausted his supply, within the past week having to turn down orders for at least 10,000 more.

This figure is particularly interesting, in view of the fact that it proves that Exhibitors are fast awakening to the possibilities of a herald as a business-getter, when properly handled.

Did You See—

The Saturday Night window card cut-out? Will you do your share and sell it to every account playing the picture?

These cut-outs are:

Full of action,

Pretty to look at,

Easy to handle,

Wonderful for store windows and counters.

They have:

Money-getting qualities for every exhibitor,

Easels attached which make them stand up for Paramount.

They will be:

Shipped to you in initial quantities available thereafter on reorder from New York.

Selling Price:

7c. each.

Stand 'em up and get behind 'em.

PARAMOUNT PEP

"BUT ABOVE ALL THINGS,
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees
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FAMOUS PLAYERS-LASKY CORPORATION
Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 6 JANUARY 30, 1922 No. 30

What Is Work?

Most of us hold the idea that work is the thing you do because you must.

Some say, "I work that I may eat, to be sheltered and clothed and to get paid." "Then I hurry home, get dressed and go out somewhere and enjoy myself."

This, at least, was the old idea of work.

One of our great Americans said "enthusiasm comes with true and satisfying objects of devotion and it is enthusiasm that sets the powers free."

The war in particular, helped to bring home to us that work is the kind of activity that is natural to you and that you like best.

If you like selling motion pictures, you are pretty sure to do it well and if you do it well you will be paid for it.

The world needs things done well and people who can do them.

The secret of high salaries promotions and the like is just this—things done well, done better than somebody else can do them—because that somebody was not interested; therefore his whole mind and energy was not concentrated on the pleasurable doing of that special thing.

You know and I know that the world is generous to ability. All the "pull," personal interest, favors and everything else will often fail, while ability—well, it never fails.

It is its own guarantee of a fair wage. The very thing you want to do, if you bring it out and do it, is the best definition of ability we can find.

Make your work a pleasurable doing and success, promotion, etc., will take care of itself.

The very fact that you succeed in getting a contract and you had no real pleasure in doing it, is an omen for a future caution and that is it will be twice as hard the next time to get a contract out of that person if you get no enjoyment out of your work; then again, if your prospect sees that you enjoy your work, he is more liable to regard you seriously than otherwise.

Let us all make work a pleasure and let the rest take care of itself.

Men We Know

G. Spidell



Ask George.

George Spidell, our General Purchasing Agent, has a hobby for fishing.

He usually has very good luck. Some say it is from the bait he uses; other say it is from the cigars he smokes.



Look Before You Leap

This seems to be the motto that Fred Greene, New York Exploiter and Morris Gluck, Accessories Manager of the New York Exchange, used to advantage.

The fact is that there were fourteen old productions of which a large stock of heralds on each was left over. Mr. Gluck told Mr. Greene and Mr. Greene told the exhibitors in a very healthy letter, what was in store for them by using these heralds. Of course this information was secured by going over all the bookings on these productions, then communicating with the exhibitor direct.

The result was 8,500 of their supply of heralds have already been sold and orders are still pouring in for more.

So let us change the above motto and say, "look before you junk."

PEP *with a flourish*

The Paramount Girl



Miss Hedwig Ciesielski, in the Powers division of our home office Accounting Department, proved her ability with the pen by giving her description of the Paramount girl to Pep.

Again we say, why go out of the organization for artistic talent.

A Good Idea May Strike A Man Even When He's Down

Moran of the Lady Letty A Knockout

Pep's Latest Preview Together With Valuable Opinions, Shows That This Production Ranks With the Best

It was not so long ago that we were all crying for the out-door stuff that was evidently in demand.

In "Moran of the Lady Letty," George Melford's latest completed production featuring Rodolfo Valentino and Dorothy Dalton, you have your wish and more, too.

With interest gathered in the first hundred feet, it carries thru seven reels with a surprising amount of amazement.

Now we are not going to kid ourselves and burst forth with uncalled for enthusiasm on this production, but are going to tell you the truth about it and nothing but the truth.

Practically all the scenes were taken aboard two big schooners on the Pacific and Valentino and Dalton both prove able sailors.

Valentino's work in this production has taken him out of the "run-er-up" class and put him in the "there" class.

His work is nothing short of marvelous in this production and as for taking care of himself physically, you need only to see once the fight between he and Walter Long, which takes them from the deck to the booms and finally into the water.

Dorothy Dalton has never before displayed such action as in this production.

Commenting on "Moran of the Lady Letty," Mr. Kent said, "this without question is the greatest sea picture I have ever seen and the fight in the last reel is alone worth the price of admission."

H. G. Ballance stated that he was amazed at the outcome of this production and said that it would no doubt prove a real money-getter for the exhibitor.

George Weeks said, "I went into the projection room to see what I thought would be an ordinary sea picture but came out agreeably surprised. It was the finest sea picture I have ever seen. It holds great possibilities."

Jerry Akers said, "My praise of this production will be suitably brought forth in the revenue that district No. 3 will bring in."

Claud Saunders said, "If the Famous Players can produce more like this, they will reach the heart's desire of the biggest percentage of the public."

Jerome Beatty said, "The story, the featured players, the work of Mr. Melford and the photography are of such a nature that you could ask for nothing better on this type of story."

"I was particularly impressed," continued Mr. Beatty, "with the fight between Valentino and Walter Long in the last reel and I certainly agree with Mr. Kent that this is worth the price of admission alone."

Mr. Pep says, "We are not asking for a false display of enthusiasm on this production but we do ask you to see it the minute it strikes the exchange and tell the exhibitor about it with contracts, prices and dates."

More good shows are put out of business by impoliteness in the box office than by poor acting.

The Omaha Exploiteer



Harold Horne

One of the latest additions to our Exploitation staff is Harold Horne, who is the "production crier" from the Omaha Exchange.

Mr. Horne is a typical specimen of the younger element that is coming into our organization in the field.

He has already become a real "one of the bunch" sort at the Omaha office and is known to his friends as "Hal."

We're always glad to welcome this type of young men into our organization.

He Went After It

M. C. Hughes, Manager of the Cincinnati office, has a great factor of convincing exhibitors in the smaller towns of the advantages of exploiting productions themselves when the aid of an exploiteer is impossible at that time.

This is further brought out by the following wire received by Mr. Hughes from George Rea, owner and Manager of the Forum Theatre, Hillsboro, Ohio:

M. C. HUGHES:

DON'T TELL EVERYTHING SIMPLY WONDERFUL ANOTHER HUNDRED PER CENT PARAMOUNT KNOCKOUT. RIOT DID FIVE SHOWS YESTERDAY FOUR TO STANDING ROOM ONLY TURNED THEM AWAY DREW FROM THREE OTHER TOWNS THAT I KNOW OF. ALL COMPLIMENTS. MANY CAME TWICE MATINEE AND NIGHT FIRST PICTURE EVER WENT AFTER THAT HAVE NOT SEEN. HOW SOON WILL YOU RECOMMEND ANOTHER. MANY THANKS

GEO REA

Invitation To Sarah Bernhardt

Leading Figures of Screen World Cable Invitation to Sarah Bernhardt to Visit America and Participate in our Tenth Anniversary Celebration

As a further recognition of the first big feature picture, "Queen Elizabeth," in which Sarah Bernhardt was starred, the leading stars, directors and authors representing the entire film profession in Hollywood sent the following cable to her in Paris:

"We as representatives of American motion picture art invite you to visit America to be honor guest in nation-wide celebration of tenth anniversary of feature motion picture. This invitation is in recognition of fact that you were first as you have been greatest artist to lend your genius to establish motion pictures as art. Your example ten years ago in creating 'Queen Elizabeth,' first feature picture, gave this new art impetus which has carried it to its position as most important entertainment of world. Your appearance in 'Queen Elizabeth' was inspiration to motion pictures as your appearance on speaking stage always been inspiration to drama."

The invitation was signed by the following:

William de Mille, chairman; Rex Ingram, Wallace Reid, Mary Pickford, Gloria Swanson, Anita Stewart, George Melford, Douglas Fairbanks, Agnes Ayres, Guy Bates Post, William S. Hart, Penrhyn Stanlaws, Maurice Tourneur, Elinor Glyn, Betty Compson, Norma Talmadge, Dorothy Dalton, William D. Taylor, Constance Talmadge, Jack Holt, Theodore Kosloff, Douglas MacLean, Clayton Hamilton, Mary Miles Minter, Clara Beranger, Bebe Daniels, Buster Keaton, May McAvoy, Constance Binney, Pauline Frederick, Theodore Roberts, John M. Stahl, Thomas Meighan, Charles Chaplin, Rodolf Valentino, Richard Walton Tully and June Mathis.

[Editor's Note: No word to date has been received of Madame Bernhardt's acceptance, but it is intimated that she will accept and come to America as their guest for this nation-wide celebration.]

OKLAHOMA CITY EXCHANGE

Correspondent—Alie J. Roark

The Oklahoma City Exchange is hard at work again after the ringing of the Christmas bells and wedding bells. Altho the wedding bells have rung twice in the last few weeks for our Exchange it did not take any of our Employees away as they have made up their minds that one can live cheaper than two and are still hitting the keys every day to make up for their half of the family. Miss Baron, stenographer for the booker and Miss Galliger of the contract department, are the two who have been changing their names.

We welcome with pleasure Miss Kelly and Mrs. Walker, who have been out of the office for several weeks, both having been in the hospital at the same time for operations, but are back again and feeling fine.

We have the pleasure of having Mr. Stogsdale with us for a few weeks. Mr. Stogsdale has been connected with Realart in Dallas for quite a while and was transferred to this office to help us when we took that exchange over.

Another Paramounteer



Miss Thelma Peterson

Another recent promotion at the Minneapolis Exchange is that of Miss Thelma Peterson, a member of the Maintenance and Mailing Department, to the management of same. Miss Peterson has been with us since August 1, 1921, and in everything that she does she shows her fitness for the new position. She has always been a most efficient, obliging conscientious worker and we were all very glad to see her rise a notch.

PEP *with a flourish*

Chicago Doings

By Dan Roche

A rousing get-together meeting of the Paramount Pep Club was held Monday night of last week. After a hot supper was served by the ladies the regular business meeting was held in the projection room. Sol Bragen, the "indefatigable work hound," who is chairman of the entertainment committee, SOL-ennly christened the new upright piano recently purchased by the club after which came the regular program consisting of songs, recitations and stunts by different members of the club. Chief High Projectionist Herman Busch then ran off "TILLIE," to the delight of the assembly. By this time everyone was all pepped up and dancing was indulged in by the younger members while the more sedate and staid departed for the bowling alleys down on Wabash Avenue. The sales force bowled a match with the Service department, much to the chagrin of the former, the match resulting as follows: Service Total Score—2357. Sales Total Score—2177.

MR. PEP SAYS:

Lessons learned through mistakes are the most thorough that experience teaches.

They Say in Milwaukee—

Occasionally we find time to give voice to our achievements here in Milwaukee, so ignoring the customary lead," a brief resume of all that transpired within the past two weeks would be as follows:

Our "live wire" District Manager, Herb Given, recently paid us a visit. Manager Al Bernstein assembled the entire force, including the shipping, inspection and poster departments, in the projection room to hear a few words from Mr. Given. Mr. Given said:

"Here is an opportunity for you office people to show what you can do. From the office boy to the booker, from stenographer to shipper, here is an opportunity to make a name throughout the Paramount organization. There are embryo salesmen, publicity men, advertising men, managers, great executives, now occupying clerical positions. Who knows what may happen to the office man or woman who makes a brilliant record this coming year?"

"I am certainly glad to see so much young blood in the organization, and I wish to assure you that the eyes of the entire organization are watching the Milwaukee exchange. So let's go over the top ten times 100 per cent. I am betting on you. So, Let's Go, and make it another Paramount Year."

Three cheers were given for Mr. Given, and they were rousing ones that jarred the policeman leaning against the lamppost on the corner. Come again, Herb. We like your style, plus pep, plus initiative.

En verite.

Mr. M. B. Gore, former Accessories Manager of the Chicago Exchange, is now Office Manager of this Exchange. It is hardly necessary for us to go into detail regarding Mr. Gore's ability, as most of the organization are versed on Mr. Gore's rise in the film business. For those who do not know Mr. Gore, we will say he is one of the most efficient, peppy men in the business.

They're Popular in Cuba

The tremendous interest in high-grade motion pictures on the part of the Cuban public is clearly indicated as the result of a motion picture contest conducted by El Mundo, one of the leading daily newspapers in Havana. A report of the contest received by E. E. Shauer, director of our foreign department gives striking evidence of the popularity of our Pictures in the island republic.

Photographs of Gloria Swanson, Agnes Ayres and Betty Compson, with the upper portions of their faces masked, were published in El Mundo, and prizes were offered to those who could correctly identify the various players. Within less than a week more than 2,000 replies were received, and the large majority of the guesses made by the Cuban motion picture enthusiasts were correct.

"Gloria Swanson is to be congratulated as everybody here seemed to know her even with the mask on her face," said E. H. Alonso, motion picture editor of El Mundo, in writing about the contest.

Praise for Fool's Paradise

Allan S. Moritz, Branch Manager at Buffalo, is in receipt of the following letter from the Regorson Corporation, a theatrical syndicate of Rochester, New York.

"We have just finished screening the Cecil DeMille production 'A FOOL'S PARADISE,' and it gives us pleasure to inform you that we consider this one of the biggest entertaining value pictures we have screened.

"We are looking forward to the time of presenting this to our patrons as we feel it will prove to be of great box office value, as well as making many new patrons for our theatre.

"Cecil deMille and Famous Players-Lasky are to be congratulated on this wonderful production.

Very truly yours,

REGORSON CORPORATION,
W. A. Calihan, Manager."

These people very seldom comment on a production if it is good and feel they are better off for it. If it is not, they feel otherwise. So it is proof that Cecil B. DeMille's "Fool's Paradise" is going to be a world beater when letters of this caliber roll into the exchanges.

An Albany Miss



Ruth Warshaw

Folks, we want you to meet Miss Ruth Warshaw, the Maintenance Clerk at the Albany Exchange.

Miss Warshaw has been with that exchange a little over three months and has already become an enthusiastic P a r a - mounteer.

Sticking to Him

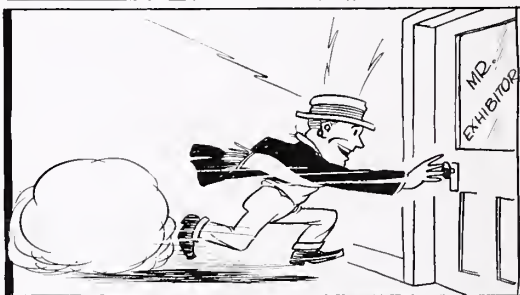
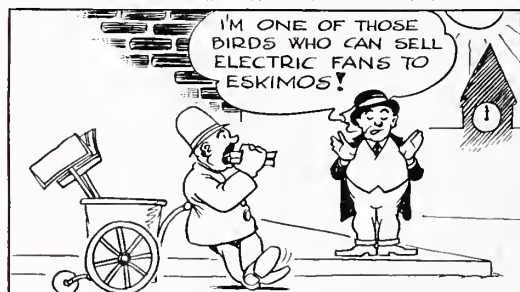
H. F. Neill, city salesman at Cincinnati, who was recently imported from Boston, is a product of the third Salesmen's School. One of the things Prof. Cresswell dinned into him was: "talk success."

The following incident proves that Neill was a diligent pupil: He was talking to an exhibitor about the wonderful possibilities of THE SHEIK. After five minutes of Neill's enthusiasm, the exhibitor thought that "the picture would be worth about \$30.00 to him."

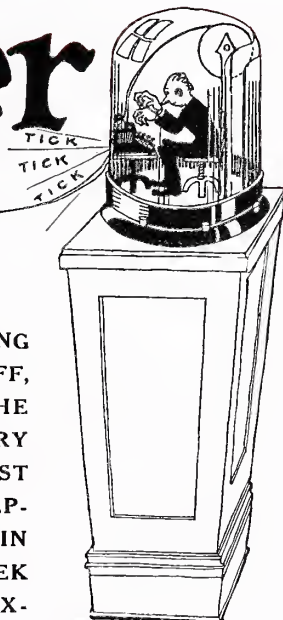
Neill paid no attention to him but kept right on talking about the ideal exploitation tie-ups, cashing in on the tremendous sale of the book, etc., etc. The exhibitor again interjected the remark that "maybe it will even be worth \$40.00." Still Neill kept on talking "success."

Finally, the exhibitor could stand it no longer. "Say, listen," he said, "how much do you want for the picture?" "\$50.00," said Neill modestly. The exhibitor looked at him for a second and then laughed. "Alright," he said, "you win." Which merely proves that "knowledge is power" only when you apply it.

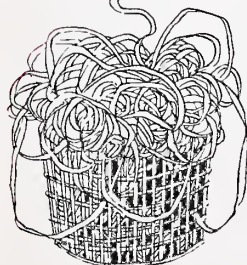
A "Bummer" and a "Hummer"



Pep's Ticker



REAL COLD WEATHER WE'RE HAVING NOW—WELL I GUESS IT IS GOOD STUFF, ANYWAY, IT WILL DRIVE AWAY THE FLU, SO DOC STERN TELLS US . . . HARRY BALLANCE VISITED NEW ENGLAND LAST WEEK . . . TOM KILFOIL, SPECIAL REPRESENTATIVE, IS FEELING O. K. AGAIN AND LEFT FOR PITTSBURGH LAST WEEK . . . FRED WALTERS, NEW HAVEN EXPLOITEER, DROPPED IN TO SEE US . . . CHARLES RAYMOND, FORMERLY EXPLOITEER AT ST. LOUIS, BREEZED IN AND BREEZED OUT ENROUTE TO THE PORTLAND, ME., EXCHANGE . . . "MORAN OF THE LADY LETTY" A PEACH OF A PICTURE—SEE STORY . . . GEORGE WEEKS, ONE OF THE DIVISIONAL SALES MANAGERS, ISSUED A CHALLENGE TO MESSRS. BALLANCE AND AKERS—SEE STORY . . . WITH A JAZZ ORCHESTRA—SLICK FLOOR, 300 PEOPLE, EATS—THAT'S WHAT THE HOME OFFICE PARAMOUNT CLUB ENJOYED LAST WEEK . . . MEL SHAUER, ACCESSORIES SALES MANAGER, LEFT LAST WEEK FOR A TWO WEEKS' TRIP OF THE NEW ENGLAND EXCHANGES . . . L. E. VOGEL, FORMERLY SALESMAN AT MINNEAPOLIS, TRANSFERRED TO ST. LOUIS . . . BILL SMITH WAS IN AGAIN LAST WEEK . . . JEANNIE McPHERSON DROPPED IN TO SAY HELLO, ALSO . . . THE ZUKOR-LASKY TEAMS ARE GOING STRONG AT THE NEW YORK EXCHANGE . . . BUXBAUM ROOTING STRONG FOR THEM BOTH . . . H. W. WEST MADE SALES MANAGER AT SEATTLE . . . AKERS LEFT TODAY TO VISIT FIVE OFFICES IN HIS DISTRICT . . . TED YOUNG JUST BREEZED IN FROM CLEVELAND AND CINCY . . . CLAUD SAUNDERS STARTS HIS FIVE WEEKS' TRIP TO WEST AND MID-WEST EXCHANGES . . . SEE YO' ALL NEX' WEEK.



Don't Get Down in The

ST. LOUIS EXCHANGE

Correspondent—A. Mike Vogel

This is to announce that your correspondent has just left out where the west leaves off to come back to where the east begins.

All the peddlers in this exchange throw a nasty ball on the alleys. Ernie Geyer and Bill De Frenne don't "spare" many "strikes," and in his first game, "New Orleans" Wilkes knocked over 54 pins. Not so bad!

Lots of snow in this country. All the "gals" in the office wear overshoes. They cover "a multitude of shins."

Our new exchange begins to take on shape. Messrs. Shuler and Faulkner, from New York, are busy installing the new steel accessory shelves, which are very snappy. We hope that they are emptied frequently.

Bill De Frenne and your correspondent went over to Jacksonville, Ill., last week, where Bill closed the exhibitor for the month of March, SOLID. That's gettin' em. Your correspondent was the "yessman."

Mr. Hal Hoddes, of Cosmopolitan, dropped in on us for a few hours last week, and gave us lots of snappy dope on the forthcoming productions. He was accompanied by our District Manager, Mr. LiBeau, who remained a few days. Come again, gentlemen, say we.

Charley Raymond left for the Home Office a few days ago, from where he will proceed to Portland, Me., to take over exploitation. The office force presented him with some heavy fleece dadas and a lantern, both of which should come in handy where the thermometer sings, "I'm forever blowing bubbles."

DENVER EXCHANGE

Correspondent—Wm. T. Phillips

Miss Morris, comprising our billing department, claims to be the busiest individual in the entire exchange. And she must be right, for with the recent acquisition of Realart, film rentals made quite a jump.

Nevertheless, there still remains the Exploitation Department, where Mr. Renaud holds sway with an iron hand. Mr. Renaud has charge of the publicity for the special engagement of "FOREVER" at the Broadway Theatre, week commencing January twenty-ninth. Even Mr. Renaud himself admits that this is a real job.

And speaking of Office Managers, Mr. Antin, who officiates in that capacity here, says he is going to write a book on "How to C. O. D. An Exhibitor." We'll have to admit that his management of C. O. D.'s is beyond description.

A One-Act Drama

Harry Hunter, Branch Manager at Des Moines, says that he received the following salesman's recommendation on a contract from a little town in the Des Moines territory:

"Enclosed find contracts for Scranton. Here are two brothers—not show men but average small town men trying to operate a theatre and making a bad mess of it, and today they were so discouraged that they said the theatre was going to close, and they have started a horse shoe game in the theatre, taking up the seats during the day and have two boxes of mud in each end of the building and a pin in each, and charge five cents a man for 21 points; and that has not proven so successful, either, as when I was in town only one game was played. Now they don't know what to start next, so I sold them the idea of starting a theatre on Wednesday nights and Saturdays, and we would give them pictures, so they were interested and I sold them 52 productions—two a week—so here goes. We are closing the horse shoe shop and opening a theatre at once."

One Without

Mr. W. C. Winship, sales representative in zone No. 4, of Los Angeles territory, returned recently from a trip in Arizona and related the following story which our correspondent reveals:

"Mr. Winship walked into the theatre at Casa Grande, Ariz., Thursday afternoon. The exhibitor asked him for a picture without a star. Mr. Winship asked him what star he would like to have a picture without. Exhibitor looked up and said, 'What stars have you?' Winship replied 'Vivian Martin, Robert Warwick, Marguerite Clark and Houdini. Exhibitor thought a moment and then said he would like to have a picture without Warwick. Winship told him he couldn't furnish a picture without Warwick on the date wanted so exhibitor finally booked one without Houdini."

A Poetical Reply

Tom Bailey, Manager of our Oklahoma City Exchange, wrote to a certain exhibitor in his territory for dates.

Evidently the exhibitor did not consider it necessary to answer Mr. Bailey's letter in any more words than the following verse:

"The mule's gone lame and the hens won't lay,
Corn's way down and wheat won't pay;
Cows quit milking and the meat won't keep,
Hogs way down and steers too cheap;
Kafir's heating and the 'taters froze,
Ground dried out and the wind still blows;
Calves look puny, and I'll be derned,
Wheat blown out and the feed stack burned;
Coal in high and crops in low,
It's hard to get by without any dough."

We are safe in saying that the exhibitor will very likely receive some poetical reply to the above from Mr. Bailey.

Mouth - - - Jonah Came Out O. K.

CHICAGO EXCHANGE

Correspondent—Dan Roche

Miss Phillips makes a wonderful presiding officer at the Pep Club meetings—she can be stern when she wishes, though one would hardly think it to see her outside of the regular meetings.

Irma Beck and Mary McGranahan compose the committee arranging the big dance of the Pep Club in February. My—how those girls have been selling advertising space on the programs. They should be on the sales force.

Jack Wolfberg is eager to put on a real old-time black face Minstrel Show in the interest of the Pep club. He says there is lots of latent talent—whatever that means—floating around the exchange to be utilized. Maybe so—maybe so.

Hal Hodes, the effervescent Sales Manager of Cosmopolitan, was a visitor recently, his genial smile and ready wit making a big hit with all the force.

PEP CLUB

How Travis Became a Master

A Little Game That Applies to You

"Walter J. Travis," says Grantland Rice, "has to his credit the greatest individual achievement in sport."

Travis had never played golf until he was thirty-five. Three years later he was amateur golf champion of Great Britain—the first and only American who ever achieved that honor.

Then, 19 years after his first game, when he was well beyond 50 years old, he defeated on successive days, Jerome D. Travis, Oswald Kirkby and John G. Anderson.

Now, why is Travis a success? His own explanation is this: "It is all simple enough. I had two things necessary for a proper foundation—a great love for the game, and a deep respect for it.

"By respect for the game I mean this: I saw at once that only infinite patience, constant thought, and hard application and practice would ever produce results in a game requiring such muscular and nerve control. I saw early in my playing that whereas in other games one had to conquer an opponent and win, in golf one had to conquer himself first."

Now, apply that to your business of selling. You must have a great love for work and belief in your line; you must have infinite patience; give your business constant thought; and be master of yourself.

A Hoosier



Winifred Surber

This is Miss Winifred Surber, who is Secretary to Mr. Muller, Manager of our Indianapolis Accessories Department.

Miss Surber is a hoosier by birth. She came to the Minneapolis Exchange from Pittsboro, Ind.

Mr. Muir, Office Manager at Indianapolis, has a habit of employing girls from the country and as long as they prove as Miss Surber has, we trust that he will

continue to direct his attention towards the rural districts in securing calibre such as that of Miss Surber.

CLEVELAND EXCHANGE

Correspondent—Miss R. Labovitch

In the rush of work in taking over the Real-art Office here, "PEP" has been somewhat neglected. However, we want to make a few announcements:

Every member of the Cleveland Exchange was more than sorry to see Mr. M. Doolittle leave. Mr. Doolittle was only here for five weeks but in that short time he made friends with each and every member of the office. He also made many friends among the various exhibitors he met.

His popularity here can better be imagined by the fact that he was made President of the Paramount "PEP" Club here the first week he arrived, and had just about started our club right when he was transferred.

Lots of good luck to you, Mr. Doolittle, from each and every member of this Office.

Mr. Royster comes from out of the West to take the helm at the Cleveland Exchange of our Exploitation Department. Mr. Royster can look to each member for support and cooperation. Welcome to our fold, Mr. Royster.

Mr. Chorley, of the Detroit Exchange, is now a member in the Cleveland Exchange in the capacity of Chief Accountant.

MR. PEP SAYS:

It is hard to make a friend with a frown, but a smile and a kind word rarely goes unrewarded.



As He Is Today



We've seen many photographs of Mr. Cecil B. DeMille at many different times, but we think this typifies the gentleman as he really is today.

Mr. DeMille at present is enjoying a vacation abroad with Paul Iribe and expects to return very shortly to the west coast where an anxious throng of admirers await him.

Mr. DeMille believes in his fellow workers and his desire to cooperate has made him a regular fellow among the West Coast studio staff.

PEP *W.H.*

A Narrow Escape

A dispatch from Los Angeles states that a telegram was received there Saturday from May McAvoy stating that she and her mother had been in a railroad wreck on the Santa Fe near Trinidad, Colo. A broken rail caused the ditching of five cars. There were no fatalities and Miss McAvoy and her mother, who were on their way to New York, were uninjured.

From London to West Coast

Jesse L. Lasky announced in Hollywood last week that George Fitzmaurice, who has been producing in Europe, is going to California and that both he and John S. Robertson will operate at the Wilshire Paramount studio (formerly the Realart studio), taking with them their entire technical staffs.

Mr. Fitzmaurice recently completed "The Man From Home," the exteriors of which were filmed in Italy, and Mr. Robertson recently returned to London from Spain and is now making the final scenes for "Spanish Jade," at the London studio. Mr. Robertson's first California production will be Vicente Blasco Ibanez's "Blood and Sand," with Rodolf Valentino and May McAvoy.

Reid's Next

Immediately upon the completion of his present picture "Across the Continent," Wallace Reid will start making Richard Harding Davis's play "The Dictator," with James Cruze directing.

It will be remembered that Willie Collier made a great hit in this play on the speaking stage.

It is believed that the title rôle will afford Wallay one of the most effective characterizations that he has ever had.

In Sunny Spain



Here is David Powell in the garden of his new residence at Seville, Spain.

Mr. Powell has been in Spain with John S. Robertson and his company making "Spanish Jade."

In the group from left to right they are, Nana, the faithful nurse to

Mr. Powell's little son, who is in the center. David Powell is on the right.

Turning The Tables



Personæ Dramatæ. *Star*—Elinor Glyn. *Leading Man*—Sam Wood. *Director*—Rodolf Valentino. *Camera "Man"*—Gloria Swanson.

Time—Between scenes during the filming of "Beyond the Rocks," Elinor Glyn's story adapted for the screen by Paramount, with Gloria Swanson as star, Rodolf Valentino as leading man, and Sam Wood as director.

Place—A "set" used in "Beyond the Rocks" at Paramount's West Coast studio.

Scene one—Director Valentino explains the "action." Note the enthusiastic "pepper" displayed by the camera "man" and the respectful attention paid by the leading man.

Scene two—Camera "man" Swanson measures the yardage to get the focus. Note the director being inspired and the star and her leading man getting into the spirit of the scene.

Scene three—"Camera!" Camera "man" Swanson tries to stand it. Note that the love-making is ardent.

Scene four—"N. G."—meaning, "you're terrible!" Everybody agrees except the star and her leading man. The violinist, called to furnish "atmospheric" music, figures it's all in the day's work.

Scene five—"Who's the dunce?"

Chorus—"The director!"

Curtain.

The Clarke Brothers



Here we have Bebe Daniels, one of our popular little stars, posing with the Clarke Brothers at the West Coast studio.

Mr. O. B. Clarke (left) is a brother to Victor H. Clarke (right) Special Representative of the Production Department.

O. B. is a rancher and hails from Albuquerque, New Mexico and journeyed to Hollywood to spend a short time with his brother and family.

They have not been photographed together for fifteen years so Miss Daniels promptly instructed the cameraman to give her the seat of honor between the two brothers for the photo.



On Location

George Melford has gone, to San Francisco and its environs for special exterior scenes for his new picture, "The Cat That Walked Alone," in which Dorothy Dalton and Milton Sills have the leading rôles. Burlingame, the home of wealthy and exclusive families, will probably be one of the locations chosen. Mr. Melford believes that he has a splendid subject in this story by John Colton, adapted by Will M. Ritchey. The company will be gone about a week and then will come back to Hollywood to make interiors at the Lasky studio.



He Stoops to Conquer



Jack Holt

So says Jack Holt when he wants a drink at the west coast studio. He says you have to know how to work it because if you don't you're liable to get a shower bath.



Leaks from HOLLYWOOD

Snow, great drifts of it; high mountains crowned with whiteness, canyons filled with a hundred feet of alabaster flakes—this is what the Penrhyn Stanlaws company is experiencing in Truckee, Cal., where they have gone to make scenes for A. S. Le Vino's picture for us, "Over the Border," based on the short story, "She of the Triple Chevron," by Sir Gilbert Parker. The cast is headed by Betty Compson and Tom Moore and is a superlative one. They write from the north that a big snow storm is in sight—which they need in their business. They'll be gone three weeks probably.

Lois Wilson is rapidly getting "golfitis." At first this leading woman didn't think she'd ever be a player and threw down her clubs with disgust. But now she is an enthusiast even while admitting that, as yet, she is probably the worst golf player in Los Angeles county.

Jack Holt has a namesake who is an extra, and the names of both recently appeared on the studio call board—one, the star, with William de Mille's "Bought and Paid For," in which Agnes Ayres and he have the leads, the other, the extra player, in Dorothy Dalton's "Tharon of Lost Valley," directed by Paul Powell.

Gloria Swanson's apartments were simply filled with lovely flowers at Xmas time, and seemingly her many friends turned to floral offerings at the holiday season. "The only sad part," she said ruefully, "was that they didn't last longer—the heat of the rooms is death to blossoms."



A Rare Coincidence

John Miltern, a member of the cast in "The Man from Home," which George Fitzmaurice has recently completed in Italy, while on location was strolling along the streets of a tiny but picturesque fishing village one day when he was stopped by a burly individual with merry eyes and a glittering smile.

The Italian said "hello," in perfect English to Mr. Miltern, and said that he knew him.

After a few stares back and forth, the Italian said, "I used to have a fruit stand at 42nd Street and Sixth Avenue and you used to stop and buy a couple of oranges and pass the time of day."

Of course Mr. Miltern then remembered him and remarked what a small world this was.

A Warrior



Betty Compson

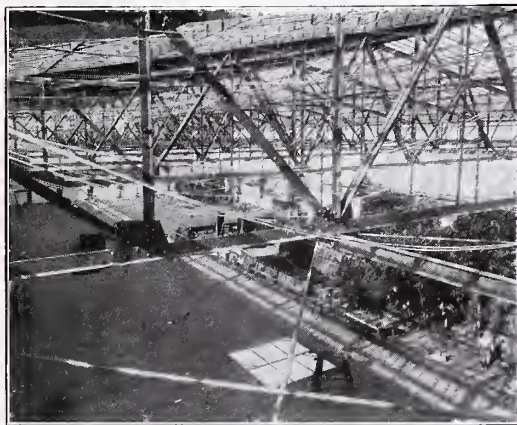
Betty Compson is here shown in the Amazon costume she wears in the dance of the death of an Amazon warrior in "The Green Temptation," recently finished at the West Coast studio.

This is one of the many trick costumes worn by Miss Compson in this production in which she portrays many rôles.

Introducing Rodolf Valentino

Henceforth it is to be Rodolf Valentino, instead of "Rudolph." The new star states that the original spelling of his name is with the o and f, that he uses it in all business transactions and that he prefers thus to be known among motion picture fans.

The Famous Number 4



We told you some time ago that a grand and glorious celebration took place at the West Coast studio upon the completion of stage No. 4, which has just been enclosed in a new glass roof.

Here you have a peek at a section of it from the "rigging."

Some idea as to its size may be gotten by looking in the lower right hand corner at the gentleman wearing the white shirt.

This is another of the big achievements of our Production Department that is accorded as an item of importance in the industry.

Steady, Boys—



You've read about those breathless stories, you've heard of hair-breath Harry hanging by a shoe lace from Pikes Peak, but you very seldom hear of a director, cameraman and assistant cameraman working from such a small area at such a height as shown in the above photo.

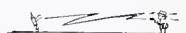
Sam Wood is seen holding the assistant cameraman's hand while Al Gilks, cameraman, is photographing the number of the scene.

This was taken in the mountains at Hollywood where they were shooting scenes supposed to be in the north of England for "Beyond the Rocks," starring Gloria Swanson.

Bringing France to America



The problem of effecting the French scenes in "The Green Temptation," starring Betty Compson, was easily solved by Wm. D. Taylor, Director, as you can see by the above photograph which typifies a little French village.



"Impossible"—Found in (Ne'er) Do Well's Dictionary

The Pepville Gazette



Vol. 6. No. 30.

MONDAY, JANUARY 30, 1922

Price: Wishweknew

THE PEPPVILLE GAZETTE

PUBLISHED WEEKLY

Entered at the Postoffice through the Mail Slot

Editor's Office:**Center Corner of Back Office****Weather—****Gripping****Motorists' Epitaphs**

Down in the creek
Sleeps Jerry Bass;
The bridge was narrow,
He tried to pass.

Bad Case

"Half a dozen doctors have given Mabel up!"
"Really! What is the matter with her?"
"She simply wouldn't pay their bills."

Responsible

Jerry Akers seemed a little dissatisfied with a shirt he had purchased at one of these "duck-in" haberdasher's recently and returned the other day and said to the proprietor, "you told me these were fast colors, they went in a week."

"Well," said the proprietor, "you couldn't ask anything faster than that."

'Tis So

Said Mr. Ballance to Mr. Weeks: "George what is late?"

Said Mr. Weeks to Mr. Ballance: "It's crossing Times Square three times a day for three years and then being run over by an ash wagon in White Plains."

Close Quarters

Kenneth Robinson, Boston Salesman, struck a small town recently and wanted a room for the night. He finally knocked on the door of a small rooming house and was met by the landlady who, after admitting him said, "this is the hallway Mr. Robinson, you notice there is a window at each end."

Mr. Robinson—"Yes, yes, and what is this little closet?"

Landlady—"Oh, that's your room."

Exhibitor's Epitaph

Lives of great men all remind us—

We can make our lives sublime—

If when'er we take a contract
We include the "Playing time."

Last Minute News

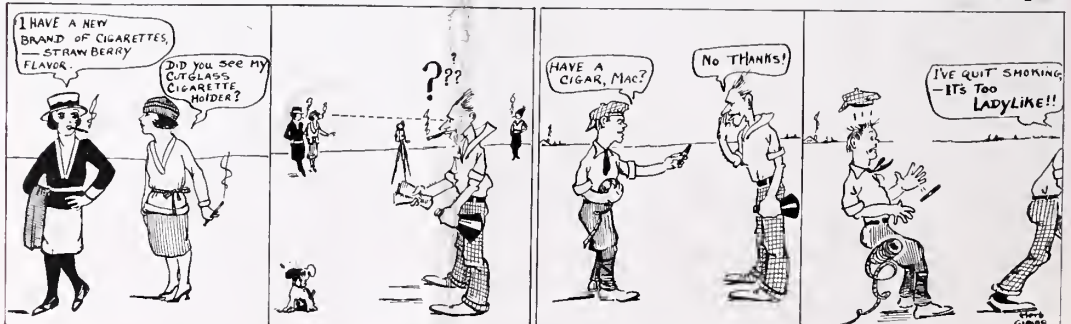
**SOME CAST—REID—DANIELS—HAWLEY—NAGEL TO APPEAR IN
"NICE PEOPLE"—WM. de MILLE TO DIRECT**

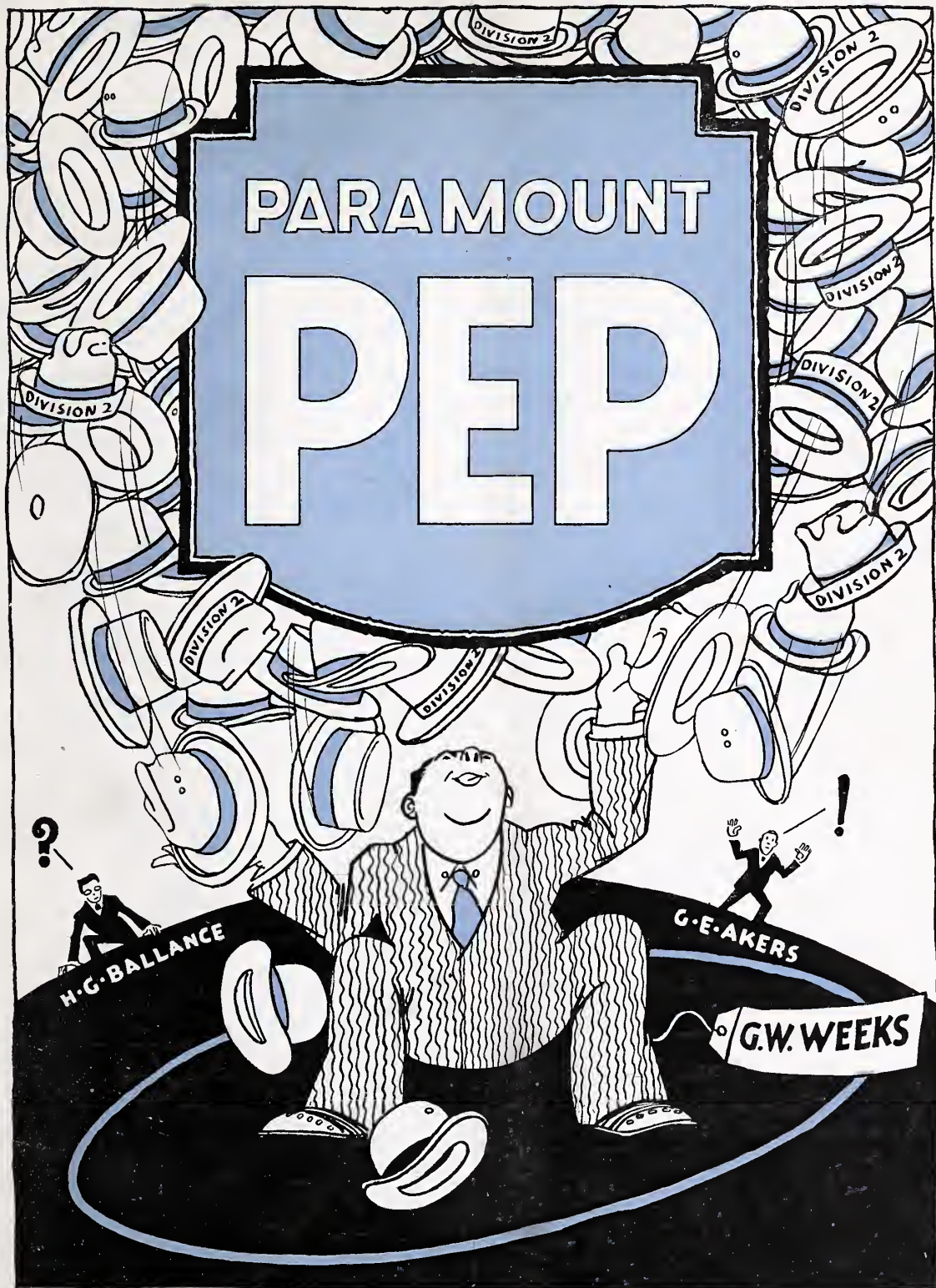
**WEST COAST PAPERS UNANIMOUS IN THEIR PRAISE FOR CECIL
DE MILLE'S "SATURDAY NIGHT"**

**LEON J. BAMBERGER GETS ROYAL WELCOME AS FIRST
EXPLOITEER IN CANADA**

LITTLE PEPPINA

Sets a Bad Example





THE HATS POURING IN FROM WEEKS' GANG

Why Repeat A Mistake When —

When His Hat Hit The Ring

George Weeks, Sales Manager for Division No. 2, Starts Greatest Competitive Drive Ever Inaugurated In This Organization

One bright day recently George Weeks came to his new desk in the home office for the first time. The next morning he had issued a challenge to Merris, Akers and Ballance for their divisions to try and come somewhere near his at the finish of the great drive.

Jerry Akers was right back at him with his acceptance and declared that the war was on.

Harry Ballance's acceptance came in a few days late due to his absence from the home office, but when he did arrive it was sent in at once.

Little did we realize that this competitive spirit inaugurated by Mr. Weeks would receive such a tremendous response from the field. Every last representative from District Manager on down in George Week's territory has come thru with a peppy telegram, assuring him that divisions one and three do not stand a chance.

All thru the magazine in this issue you will find telegrams received by George Weeks from the various boys in the field.

Division two has started something and they have picked for their slogan at the suggestion of Mr. Weeks, "Number two is the fighting division! Make it the winning one."

Competition has entered the portals of the sales division at the home office and passed right on out into the field and if it were physically possible to collect the hats that are in the ring, Truly Warner and Kaufman would go out of business.

Divisions one and three, what are you going to do to division two?

Your Divisional Sales Manager is in close touch with Pep and what you tell him you tell the other two divisions.

Commenting on this drive George Weeks said, "I am really overwhelmed and agreeably surprised at the response I have received from my men in the field. They are doing more than digging in, they are going over the top and divisions one and three will have to hop some to come somewhere near us in the finish."

An amusing feature of the competition which stands out like a silver dollar in the three Divisional Sales Managers offices is the daily bulletin that Messrs. Weeks and Akers have plastered on their glass windows between the two offices. Each has a clever remark for the other's daily bulletin. We wouldn't be surprised if iron bars were put up between the two offices as glass is very easily broken.

In any event, it is the greatest triple alliance for a drive this corporation has ever had.

A Telegram, Folks

C. M. Hill, Manager of our Portland, Oregon Exchange sent the following wire to Mr. Kent:

"PUBLIC DEMAND FOR THE LITTLE MINISTER HAS BEEN SO GREAT IN PORTLAND THE COLUMBIA THEATRE HAS RETURNED IT FOR AN ADDITIONAL WEEKS ENGAGEMENT THIS UNUSUAL AS NO PICTURE HERETOFORE HAS MET WITH SUCH HIGH HONORS IN OUR MOST EXCLUSIVE THEATRES."

C. M. HILL.

George Weeks

Your letter twenty-sixth we have given ourselves a quota of twenty-five thousand per week for the five weeks ending April first in other words one hundred and twenty-five thousand dollars for March with three days thrown in for good measure at the close of business last night We have sixty thousand dollars actually booked for this period last week We actually booked to be played before April first thirty thousand dollars fifteen thousand of which was March For the three months ending April first we have booked to date one hundred seventy thousand dollars which is within twenty thousand dollars of what the same territory produced during the whole three months ending December thirty-first With two months yet to go and no percentages counted we are off to a start and challenge any branch in the division to show the same speed the quota we have set on ourselves for the five weeks ending April first is seventy percent more per week than the regular weekly quota of this branch In other words it is on a national basis of five million in five weeks Can we do it? Altogether yes

J. B. Dugger, Rodman, Muir, Schorgle,
McConnell, Cunningham

—Indianapolis



There Are So Many New Ones To Make?

Kent on Trip

Will Visit Many Exchanges During Four Weeks' Trip

S. R. Kent, General Manager of Distribution left last Wednesday evening on one of the biggest trips he has taken to date.

He will visit exchanges on his way to the west coast, both going and coming, for the interest of sales and to ascertain their progress on the Paramount Tenth Anniversary campaign.

He will visit the following exchanges: Cleveland, Detroit, Chicago, Milwaukee, Minneapolis, Denver, Des Moines, St. Louis, Kansas City, Omaha, Cincinnati, Pittsburgh, Indianapolis, Salt Lake, San Francisco and Los Angeles.

George Weeks

Realizing that time is my only opposition the absolute number of minutes shall be wasted eating and sleeping You can count me in for a real fight and be assured that my anniversary weeks shall be the greatest in representation and revenue if you believe it's so

Wm. F. Bugie—Cincinnati

Publicity Puts Over Another Tie-Up

Our publicity department has completed arrangements with the book publishing firm of Grosset & Dunlap for the publication of a special photoplay edition of "Burning Sands," the novel by Arthur Weigall, which is soon to be produced by George Melford, producer of "The Sheik." The photoplay edition will be issued simultaneously with the release of the picture. Dodd, Mead & Co., the original publishers of the book are now co-operating with Paramount to the extent of featuring the line, "Coming—a big Paramount Super-Special," in their advertising.

Arrangements have also been completed with the firm of E. P. Dutton for a photoplay edition of "Blood and Sand," the novel by Vicente Blasco Ibanez, which is shortly to be produced with Rodolph Valentino and May McAvoy in the leading rôles. This edition also will be ready to be issued at the time the picture is released.

The author of "Burning Sands," Arthur Weigall, has lived in Egypt and Arabia all his life and is an authority on those countries. The situations in his story is described as just the opposite to that in "The Sheik." The woman, being in love with the man, goes out on the desert to capture him and bring him back, and she does. The Production Department's intention is to produce the picture with the same splendor of settings, photography and costume as characterized "The Sheik."

From the Big Town



M. E. Marin

M. E. Marin, salesman who handles Zone 11 in the New York Exchange, has won the nickname of "Maxie," owing to the fact that he claims he is the youngest film salesman in the United States, and in addition to this distinction, he holds an A. B. degree from New York University, and also the degree of S. S., given him by the University of H. K.—probably better known as the University of Hard Knocks, and the S. S. is merely an abbreviation for Some Salesman.

Revive Everywoman

An Exhibitor's Recent Success of This Production Brings Splendid Box Office Results

The actual experience of Harry Palmer, exhibitor in Washington, Ind., with the George Melford production, "Everywoman," shows that real results can be obtained in getting back of this production and working every print during our March Drive.

Based on the success of "The Sheik" with George Melford as Director and an all star cast rivaling any of our DeMille productions, a campaign was put over by this exhibitor on "Everywoman" to splendid results.

This is only natural after an exhibitor had played up Melford as Director of "The Sheik" and gave plenty of space to the cast in "Everywoman" to the public.

Here is a production where wonderful stress has been laid on the selection of the huge cast. From the lead all through the entire list some person who is well known on the screen takes a part.

Get out the press books and look up the cast. Play up the fact that the director who made "The Sheik" made "Everywoman."

Tell the news of the all star cast and you should have no trouble in getting the small towns and many larger ones in for another booking and a good run on this production during March.

Here's your chance to work those prints.

George Weeks

Adopting doughboys' creed reserve support front line reserving gray matter supported by stamina so count me in front line on Zone Two for additional revenue F P L March anniversary

A. D. Wayne—Cleveland

PARAMOUNT PEP

"BUT ABOVE ALL THINGS,
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees
of the
FAMOUS PLAYERS-LASKY CORPORATION
Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 6 FEBRUARY 6, 1922 No. 31

Create a Demand

We are on the approach to the greatest drive for business that Famous Players-Lasky Corporation has ever launched.

You are on the approach to be part of the army that is to figure in history on the results of this drive.

To get this business—we mean all you can get—you must do something besides dropping in on the exhibitor and telling him what it's all about.

We must create a demand.

We must make this an appeal of perfection.

You know how you feel when you sit down to a meal and think, "hell, suppose I've got to eat, anyway."

You all know how you feel when there's a grand rush for the table and a great desire to eat.

Such must be the demand you yourself should create with our clientele.

Give the exhibitor something different besides the general line of talk of your wares that make you a monotonous talker and the exhibitor a monotonous listener.

There are other things that go besides the price of the film and the general appeal that it holds. Those other things can be termed everything from service through to personality. Don't take it for granted that you are giving this, but—

Tell the exhibitor that Paramount Tenth Anniversary is the first of its kind, not only for the organization but for any organization—it is the celebration of the first big picture put before the American public by none other than Adolph Zukor, our president, the man who was the first to take that forward step which has put Rivolis, Rialtos, Strands, and Criterions all over the world.

You are a part and a big part of this celebrated drive and we are looking to you to put it over in revenue and leave a trail of satisfied exhibitors behind you looking for your return.

George Weeks

I will. W. G. Carmichael—Chicago

New Haven Boy Has the Right Idea

There's a newsboy who gets on the trains as they stop at New Haven and he sells papers "like hot cakes." He does it in an interesting way. Long before he comes down the aisle of your car you can hear from the next one his cheery "Thank you!" loud above the "New Y-o-o-r-k and Boston latest news!" with which he cries his wares. He says that "Thank you!" as if he meant it, and never omits, no matter how much the hurry. Travelers have been pleased by it and begin to reach for their change as soon as the train slows up.

Courtesy is one of the best advertising investments in the world. It costs nothing. It is pleasant to extend. It coins money. The more of it, of the genuine kind, we get in our business life—and give—not only the happier must our country be, but the more prosperous.

George Weeks

Now in the race thirty thousand the stakes Zone One Cincinnati Anniversary Month

H. F. Neill—Cincinnati

Play It This Way



This is the greatest style of Put and Take that has ever been effected and if you "lay off" all other styles of this game but this, you'll enjoy the game itself better and will achieve real results.

All Your Acts Lead To Some Issue

Convention This Week at Chicago

Representatives from every district to attend convention on "Mistress of the World"

S. R. Kent and F. V. Chamberlin left last Wednesday night, February 1st, for Chicago, to meet the various representatives from all districts for a speedy and thorough convention on the methods of distribution for "The Mistress of the World."

Messrs. Kent and Chamberlin stopped first at Cleveland, then Detroit, and arrived in Chicago Sunday.

After the convention these two gentlemen will go to Milwaukee, after which Mr. Kent will continue on his western trip, and Mr. Chamberlin will return east after visiting a few more exchanges.

Mr. Chamberlin's trip will utilize ten busy days in visiting several exchanges to see that the service end is going over and to give some additional valuable suggestions on furthering and bettering the service.

Those attending the Convention from the home office are Messrs. Kent, Chamberlin, Salisbury, Ballance, Weeks, Akers, Claud Saunders, and E. C. King.

Those from the field attending are: Messrs. Elder, Cincinnati; Reisman, Minneapolis; Epperson, Minneapolis; Schaefer, Boston; Morgenroth, New Haven; Hamil, New York; Danto, New York; Wolfe, Buffalo; Lake, Albany; Clark, Philadelphia; Wallace, Washington; Allison, Pittsburgh; Schweitzer, Kansas City; Wog, Salt Lake City; Braly, Denver; Lewis, San Francisco; West, Seattle; Fieldman, Minneapolis; Ross, Detroit; LiBeau, Kansas City; Dugger, Indianapolis; Krause, Omaha; Bernstein, Milwaukee; Ryder, Detroit; Dodge, Cleveland; Hirsch, Milwaukee; De Frenne, St. Louis; Reagan, Cincinnati; Rodman, Indianapolis; Nicolls, Des Moines; MacFarland, Omaha; Hughes, Cincinnati; Prince, Atlanta; Peppiatt, Charlotte; Dent, Atlanta; Leslie Wilkes, New Orleans; Harold Wilkes, Dallas; Bailey, Oklahoma City.

Details of the convention will be given in the next issue of Pep.

The Great Race



These fellows are neck and neck on the road to success.

It is evident they will stay neck and neck because they don't believe in relay racing.

Raymond Arrives

Charles Raymond, Exploiteer arrived in Portland, Maine (just south of the north pole) a few days ago.

He was there but two days when he and Mr. Britton made a trip to Bangor, having changed cars enroute about ten times due to a wrecked freight train.

As regard the territory Mr. Raymond says:

"The territory around here is rather enthusiastic regarding Winter sports and one of the most enthusiastic of the participants is our dashing Office Manager Miss Connolly. She wears knickerbockers and plays a mean game of hockey and is a whizz on Snow Shoes.

"We have started off on the right foot for Anniversary Month and when the smoke of the battle clears away you will see Portland right on the top. Manager Britton said that the PEP that put this end of the country over Paramount Week for first money will put it over in the big race in March. Even tho' we may be small and located up near the North Pole look out for us."

George Weeks:

I have every reason to believe that the results of my zone will measure up to your expectation Am going to pull them in if I have to secure Henry Ford to sing Aley Aley for his Arabian friends on Hastings Street I'm after them

R. H. Ramsey—Detroit

Kansas City Entertains

R. C. LiBeau, District Manager at Kansas City, recently solved the problem of pre-lease screening to the exhibitors in that territory by issuing a special invitation and conducting a showing January 22nd at the Palace Theatre, Wichita, Kansas.

The two pictures shown were "Forever" and "Fool's Paradise." Over forty exhibitors from all parts of the territory attended and the showing was a huge success.

"Forever" was voted the most beautiful picture they had ever seen and "Fool's Paradise" made a hit with everyone as being the most entertaining and thrilling picture yet directed by De Mille.

Does It Pay To Drop Admission Prices?

R. J. McManus, Branch Manager of the Kansas City Office, Gives Concrete Example in a Letter to Mr. Kent, Regarding Theatres in His Territory

Drops in admission as effecting the reduction of film rentals seems to have been settled by Mr. McManus after taking the concrete results effecting two theatres in Kansas City.

Some important paragraphs from Mr. McManus's letter to Mr. Kent are herewith produced. He says:

"Two Theatre's in Kansas City recently cut their price from 22c. to 15c. and shortly before doing so, came to the office, and, in no uncertain terms told us that such reductions would be made in certain price, and if we wished to continue serving them with Paramount Pictures, we would have to do so at scale of prices which they brought with them, ranging from \$15.00 to \$50.00, the \$50.00 being for the big Super Attractions.

Instead of becoming frightened or alarmed at their statements, we very emphatically let these exhibitors know that the fact that they were lowering their admission price would not result in our taking a loss on our pictures by accepting lower rentals. After some little negotiating, our pictures were sold to the competing houses in this zone and same resulted in our obtaining considerable more revenue in this zone than would have resulted if we had continued to sell these two Theatres at even the prices we obtained in the past.

By lowering their admission prices, these two exhibitors have been given the greatest lesson of their lives. One openly declares he has made a mistake. By buying pictures to conform with the 15c. admission price, he has reduced his business to a point where the inauguration of double programmes has resulted and instead of having the representative house of the zone, he will shortly have a theatre of very low class.

The other exhibitor, who followed along with the first is now operating four nights a week instead of seven which goes to show that they are still without a legitimate and efficient argument in favor of reduction in admission prices.

On many occasions I have had the opportunity of discussing admission prices with the Skours Brothers in St. Louis, and, if there is a Company in the United States in a position to speak intelligently on this subject, certainly these boys are. They positively will not entertain for one minute any suggestion of reduction in admission prices and if anyone doubts their sincerity and their confidence in maintaining proportionate admission prices, let them refer to the Capitol theatre in St. Louis, its location, overhead, etc., and they will find that in spite of all conditions their night admission price of 40c. is being maintained.

In closing, wish to say that in my experience in the St. Louis and Kansas City offices, have yet to know of an instance where reduction in admission price resulted in anything but a loss."

This seems to settle a question that has long been bothering many of the various branches and although there has been no tendency to formulate reduction on film rentals, it furnishes a good concrete argument against those who think that reducing admission prices in the box office is going to do them any good.

George Weeks

You can bank on me to the limit on March drive Best wishes

A. Goldener—Detroit

CLEVELAND EXCHANGE

Correspondent—Miss R. Labowitch

Saturday noon, January 28th, twelve of the girls in the office gave a Personal Miscellaneous Shower on Mrs. Ansel, nee Miss Eva Ipe. Mrs. Ansel has just gone into her own little home. Mrs. Ansel was the recipient of many lovely, useful gifts that go toward making her home just a little more attractive. The shower was a complete surprise and we must say that the girls in the Cleveland Exchange can keep a secret, so the old adage goes smash as far as we are concerned.

Mr. T. C. Young, of the Home Office, paid us a short visit last week. We are always glad to see Mr. Young but his visits, which are few and far between, are short.

The Inspection Department in the Cleveland Exchange is now twelve in number, five young ladies having been added recently, namely, the Misses Betty Stewart, Ellen Stuart, Mildred Brayden, Emma Rogers and Jean Uhouse. We must admit that we have a jolly and good-looking Inspection Department and they sure can work.

Mr. Edward Cook is a new member in our Sales Department. Mr. Cook is covering various points in the territory which are in need of attention and we are sure he will prove a satisfactory addition in this respect. Mr. Cook may depend on the Cleveland Exchange to co-operate with him in any way.

George Weeks

We respect the "Go-Getter Gangs" of Messrs. Ballance and Akers very highly but only want to say at this time that we hope to have them "Excuse our dust" when the contest is over.

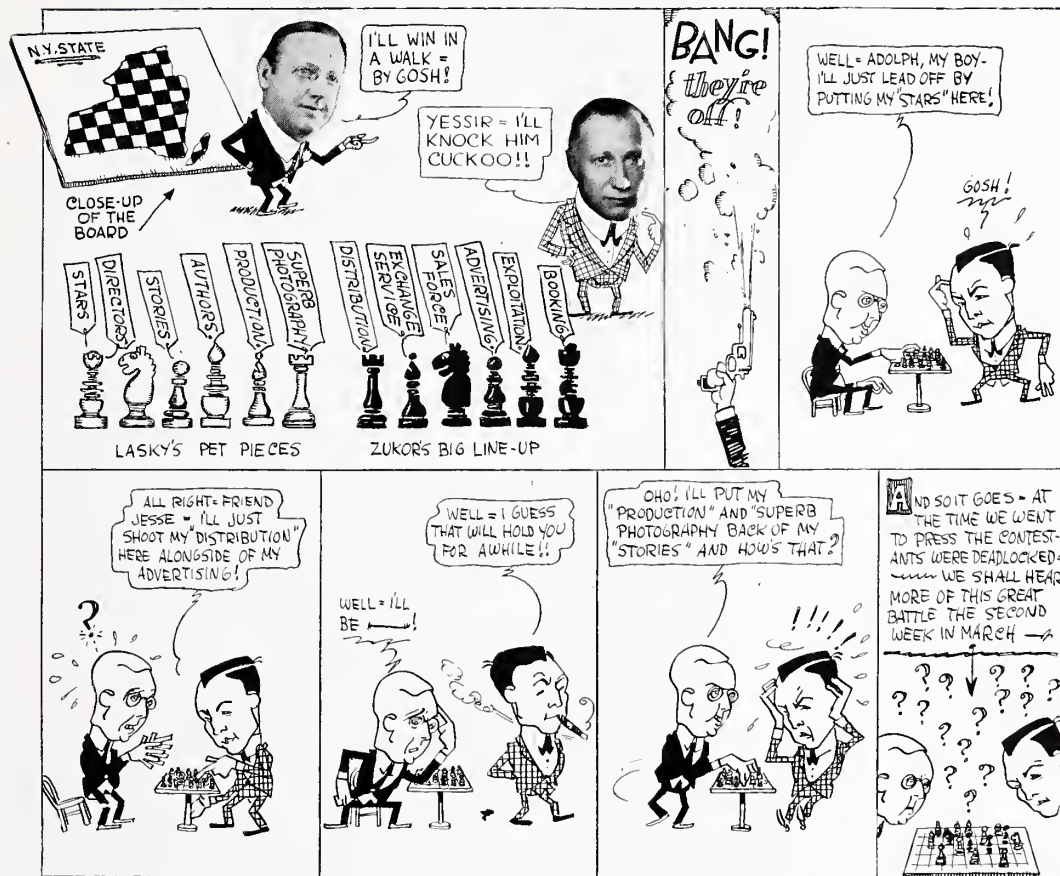
A. E. Bernstein—Milwaukee

George Weeks

Count on me for hundred per cent representation in March

G. A. Robb—Detroit

The Zukor-Lasky Contest is On



The Zukor-Lasky teams at the New York Exchange are on their way and Pep's cartoonist shows you in a novel way that the game is on.

At Your Service

Recently Claud Saunders, Director of our Exploitation Department, received the following letter from a gentleman in New York City, which tells the whole story:

Exploiting Department,
Paramount Film Company,
Dear Sir:—

Kindly let me know if you can use such animals as mentioned below, for exploiting your feature pictures.

I have the controlling interest of the following animals:

1 six-legged sheep, 1 four-horned goat, 1 mid-gut horse, 1 half sheep and half reindeer, 1 mid-gut pig, 1 fur-coated rooster, 1 half chicken and half duck, also two monkeys.

My man balla hoos and exploits on any one of your pictures we can come together on. All animals are alive and active.

Kindly advise when I can have an interview with you regarding above.

Very truly,
Mitchell Leichter.

CINCINNATI EXCHANGE

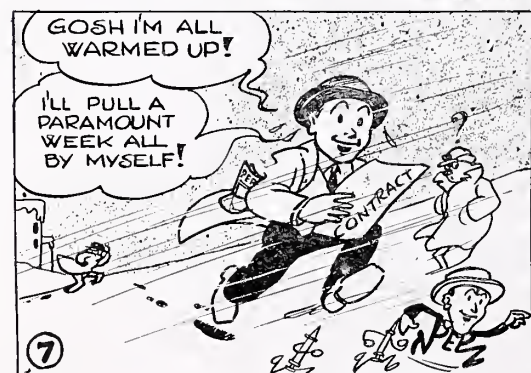
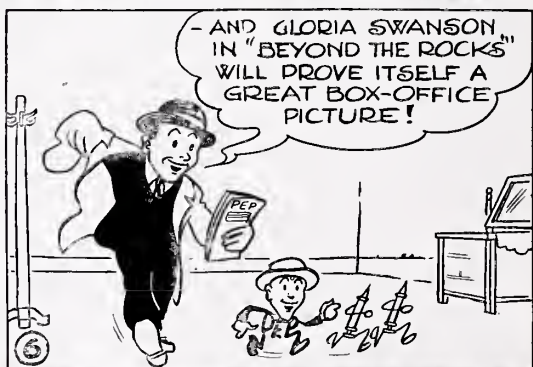
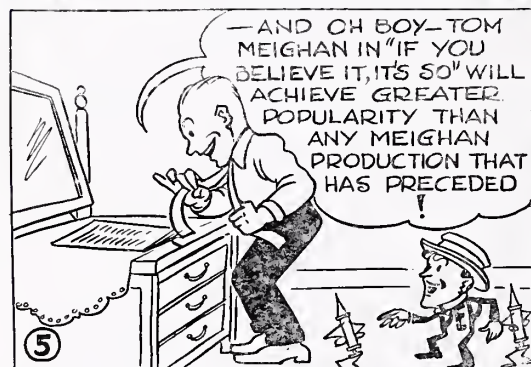
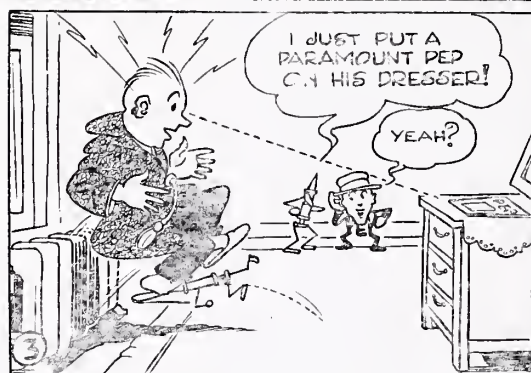
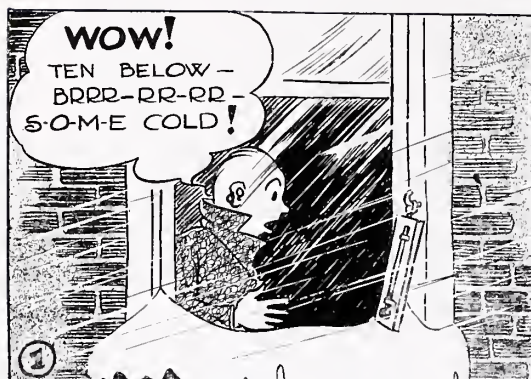
Correspondent—Samuel Cohen
Assistant Correspondent—Mildred Kerr

Mr. M. C. Hughes, our Manager, has been ill for a week with a very severe case of La Grippe. We thought it might develop into the Flu—but he surprised us all today and came walking into the office all smiles with his cheery "Hello, everybody." We sure did miss him and we are all glad to see him back.

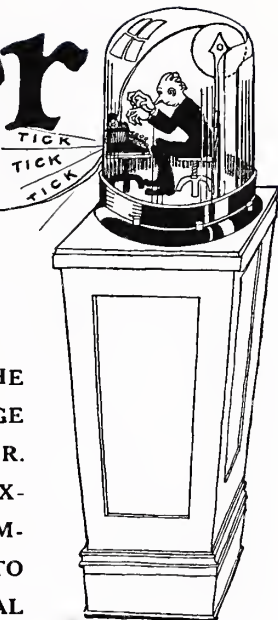
We have to be good now—Mr. Elder, our District Manager, is stationed in our office—and his desk is right in the front of the office—Mr. Hughes is in the rear—and Mr. Haddow, the office Manager, is in the center. You know how that goes—"Bosses to the right of us—bosses to the left of us—etc."

Sh-h-h-h, watch this column for that Valentine party that we are going to give. Everybody is going to be someone else's valentine.

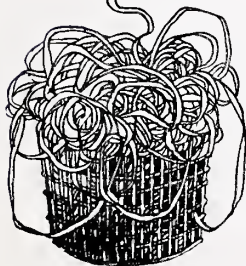
It's The Ol' Pep That Does It.



Pep's Ticker



BOYS, HOW THE FUR IS FLYING AS THE RESULT OF GEORGE WEEKS' CHALLENGE WITH DIVISIONS ONE AND THREE. . . . S. R. KENT ON FOUR WEEKS' TRIP TO EXCHANGES, SEE STORY. . . . F. V. CHAMBERLIN ACCOMPANIED MR. KENT TO CHICAGO CONVENTION AND SEVERAL OTHER EXCHANGES. . . . GEORGE WEEKS ALSO ON TRIP TO EXCHANGES IN HIS DISTRICT. . . . MEL SHAUER COMES BACK FROM NEW ENGLAND TRIP HAIL AND HEARTY. . . . MIKE HUGHES MANAGER AT CINCINNATI IS OVER HIS ILLNESS AND BACK AT HIS DESK AGAIN. . . . CLAUD SAUNDERS STILL IN THE MIDDLE WEST LOOKING 'EM OVER. . . . CONSTANCE BINNEY AND MAY McAVOY NOW IN THE BIG TOWN. . . . J. C. INGRAM EXPLOITEER AT DES MOINES. . . . "HER HUSBAND'S TRADE MARK" A GREAT PICTURE . . . JUST SAW TOM MEIGHAN IN "IF YOU BELIEVE IT, IT'S SO" . . . IT'S ANOTHER MIRACLE MAN . . . HAS A WONDERFUL APPEAL—MARVELOUS CAST—YOU CAN'T GO WRONG ON THIS ONE . . . A. M. BOTSFORD SPENT THE WEEK-END WITH TONSOLITIS . . . WATCH FOR STORY ON OUTCOME OF "MISTRESS OF THE WORLD" . . . CONVENTION HELD AT CHICAGO . . . SOON—THE H. O. PARAMOUNT CLUB BALL AT COMMODORE HOTEL . . . GREATEST GATHERING OF SCREEN CELEBRITIES IN HISTORY OF FILMDOM.



If You Cannot Climb To The Top—

Toronto Tattles

By Bam

Well, here I am in Canada, famous for George Paramount Weeks, and first crack out of the box they elect me correspondent for "Pep." I can stand it if the readers can. Speaking of the aforementioned George, I have never found a man missed so much from an office, as he is missed up here. All speak of him as a prince among men and are eagerly awaiting the time when he will return for a short visit. Folks all over town too, always have a good word to say about George Weeks. If good wishes and high esteem could be cashed he would be many times a millionaire.

It hasn't been cold enough here for Billy Bach so last night he hid himself away to St. John. He will stop off at Montreal on the way back—all in the interests of Paramount's 10th anniversary which is going to be put over with a bang up here. Every one is working tooth and nail to roll up a record that will enable Geo. Weeks' group of offices to triumph over those led by Jerry Akers and Harry Ballance.

Weekly screenings of the new Paramount Pictures have been instituted for the Toronto force under the auspices of the Paramount Progress Club. They are at 7:30 p. m. on Mondays.

We had a rousing good time at a party given by Miss Mary Dillon of the Accounting Department at her home Monday night, Jan. 23rd. The occasion was to celebrate the engagement of her sister Gladys, Secretary to Branch Manager Hatfield. The entire staff was invited to come and to bring presents of a humorous nature, and believe me, they did. These gifts included broken dishes, a disabled tea pot, intimate articles of baby's wearing apparel, cut glass pieces (in more pieces than necessary) etc., etc. Dancing was enjoyed to the strains of May Stein's most excellent piano jazz. We also had games, vocal solos, etc., and at midnight sat down to a most delicious and varied lunch. The Torontonians say they have many a good time like this. Well, here's hopin'!

"Sall today." See you next week if there's any news.

George Weeks

After a careful analysis of my zone have every reason to believe that I will meet your expectations

John E. Ryder—Detroit

George Weeks

Your enthusiastic letter added to my determination in making Zone One come out on top for March drive

R. N. Morris—Cleveland

George Weeks

The barrage starts at once Eleven is a lucky number Anyway watch the fire-works weeks weeks and weeks for weeks
V. C. Jacobs—Chicago

George Weeks

Can depend on me to do my very best on drive Look for good results in Zone Two Milwaukee Am with you 100 per cent on this challenge and any other you see fit to make in the future Personal regards

Bert Reisman—Milwaukee

George Weeks

I want to assure you that you have my hearty co-operation I am going to put forth my very best effort to get 100% representation from every one of the accounts in my territory

D. Kimelman—Pittsburgh

George Weeks

Over quota on period sixty per cent March quota will go over

D. Hammer—Indianapolis

George Weeks

The booking department of the Pittsburgh office has adopted the slogan One Hundred and Twenty Thousand in March not only to make the Tenth Anniversary Month go over the top but to make each and every month in the year a tribute to Mr. Weeks, Mr. Ross and Mr. Stuve We feel proud to give our best efforts to such a wonderful trio and we do not hesitate in saying we expect to "Cop" the pennant in your division

T. R. Little
T. J. Skelton
J. McGreevy
E. S. Thorp
Marcella Schuck

George Weeks

As one of gang you can depend on me Just sold and booked Wooster two months solid

H. Y. Fink—Cleveland

Go As High As You Can

World's Largest Private Film Laboratory Planned

New Laboratory at West Coast to Handle a Capacity of One and a Half Million Feet of Film Per Week

Plans for the largest film laboratory of any single producing corporation are taking preliminary form in the hands of Frank E. Garbutt, newly appointed Special Technical Advisor to our Production Department. The laboratory will be built at the Lasky studio and will have a forty-eight hour week capacity of 1,500,000 feet of film. The present Lasky laboratory produces but 600,000 feet which with 350,000 feet from the Wilshire-Paramount Studio laboratory gives a total of 600,000 feet less than the potentialities of the immense new plant.

Mr. Garbutt leaves in a few days for New York, while there he will confer with Frank Meyer, head of our Long Island laboratory, and other technical executives. Further valuable information will be gained from a special trip to the great Eastman film-making plant at Rochester, N. Y.

Upon his return to Hollywood, Mr. Garbutt will formulate his final plans for the laboratory which will be built under his supervision.

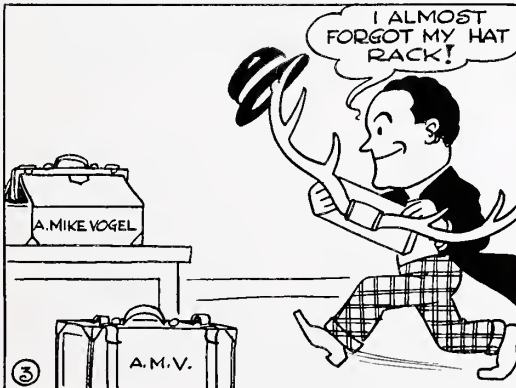
Construction on the huge plant will begin in the early spring.

George Weeks

My zone quota is one thousand per week I am going to double this during March Last week was my first week and put over thousand dollars on for March Have three thousand now booked for March and am going after five more

John A. Cunningham—Indianapolis

Transfer of A-Mike in Four Scenes



When A. Mike Vogel pulled out of Seattle for St. Louis, the bunch there loaded him up with old cuts.

Above is the way A. Mike looked when he pulled out.



William D. Taylor

It is with profound regret that we inform our readers of the sad death of William D. Taylor, one of our exceedingly well known and popular directors at the West Coast Studio.

Mr. Taylor was found murdered 9 o'clock Wednesday night, February 1st, at his home.

Murder no doubt was the motive, as jewels and other valuables around his room remained undisturbed.

The police are looking for his former valet from whom Mr. Taylor was said to have received many threats. This valet robbed Mr. Taylor on two previous occasions and left threats that he would get him some time later. They are also working on other theories. Up to the time of our going to press, no arrests have been made.

It is unnecessary to go into detail regarding Mr. Taylor's experience as a director for aside from being among the top-notchers, he was possessed of a grand and glorious personality with a love for his fellow man and carrying the respect of everyone he knew.



Bebe Daniels

Juliet

Bebe Daniels is here shown in the garb made famous by Shakespeare's famous heroine.

Miss Daniels appears as attractive as ever and in spite of her absence from the west coast studio while with Realart, she is now back in the fold and one of the family.



Julia Fay

Popular Julia

Julia Fay is well known to all of us, having been in so many of our big productions.

Miss Fay recently visited Panama and had a wonderful trip, gaining much experience which will be of value to her in future screen work.

Number, Please?



The above photo shows William de Mille, left, Jack Holt in the center and Agnes Ayres at the switchboard, discussing a scene from "Bought and Paid For."

William de Mille, realizing that the motion picture producers and directors have themselves educated the public to careful scrutinization of details in pictures, had Miss Ayres learn thoroughly the operation of the telephone switchboard. This schooling did not consist of an hour or a day, but took one week before the scene could be put over the way Mr. de Mille wanted it.

Miss Ayres went to the Southern California Telephone Exchange and spent an entire day in their school for telephone operators.

Following that she served in our own Hollywood exchange as an operator on one of the switchboards.

Furthermore Mr. de Mille told Miss Ayres that he would have to have a report as to whether she was a successful student or not.

She qualified and qualified well, so the scene was shot and if you will keep your eye open for the scene you will find that she has proven herself a capable telephone operator as well as an actress.

It's Rodolph Now

In last week's issue of Pep it stated that Valentino would spell his first name "Rodolf"—we have since been advised that the correct spelling of this name is "Rodolph."

Between Shots—



Mary MacLaren, leading woman for Wally Reid in "Across the Continent," is here shown on good terms with Jack McKeown, Assistant Director (on the right).

Theodore Roberts is admiring her costume as a speed demon.

Pepful Paragraphs

By Shirk

When a feminine fellow-star recently asked Thomas Meighan to lend the musician from his set for a lachrymose scene in her picture, to help her weep, the studio management decided it was inadvisable to accede, so Mr. Meighan, not willing to leave the lady in distress sent her a large onion with the following note attached:

"Sorry about the music, but please accept this substitute with my compliments. It has been known to produce tears a-plenty."

The feminine star has a sense of humor, which is, perhaps, fortunate for Mr. Meighan.

Agnes Ayres loves perfume and as it doesn't photograph she can use it to her heart's content; but jewelry, also, one of her hobbies, had to be discarded in some of the latter scenes of William deMille's "Bought and Paid For," in which she and Jack Holt have the leads.

Mary Miles Minter wants to know about these "Upstairs Clothing Stores" that are advertised so often. She asks: "What is upstairs clothing? Robes de nuit?"

Quite a color scheme!

"The Red Challenge" is the new title for Dorothy Dalton's "Tharon of Lost Valley," while Betty Compton's "The Noose" became "The Green Temptation."

Rodolph Valentino and Gloria Swanson have been all dolled up lately for vision scenes in "Beyond the Rocks," by Elinor Glyn, in which Miss Swanson stars and Mr. Valentino is the lover. They wore attire of Louis XV period and looked perfectly wonderful, as everyone admitted. Sam Wood directed.

Olga Printzlau, writer, says she is still going to school in the movies—that is to say, she learns something new every day. Which may be a tip for the embryo photoplaywright who thinks it can be learned in a week or so. She has been at it since she was virtually a schoolgirl in fact, and has had several hundred pictures produced—still she hasn't learned it all, as she admits.

Capt. Joseph Swanson, father of Gloria, says the only way he can remember an errand, is to take something out of a familiar pocket and put it in an unfamiliar one. Then when later he finds his knife, say, in his outside coat pocket, he remembers that he was supposed to remember to do something or other that he has since forgotten to remember—if that is clear!

De Mille Arrives

Cecil B. DeMille, who with his art director, Paul Iribe, has been spending a vacation of two months in Europe and Africa, arrived in New York last Friday on the SS. *Aquitania*. He left immediately for the West Coast to start work on his new special production, "Manslaughter."

The Golden Bears



California's football pride—the Golden Bears—who upheld the honor of the West on New Year's day by holding the fast Washington and Jefferson team to a 0 to 0 score, were recent visitors to the Lasky studio. Here the boys proudly posed for a group picture on Sam Wood's set, where the director is filming "Beyond the Rocks," starring Gloria Swanson.

In the center of the group is Miss Swanson. On her right is "Fat" Latham, captain and center on the Cal squad. On her left is "Brick" Muller, the greatest end in the country and selected on Walter Camp's All-American team. The three gentlemen in the top row, center, are Archie Nesbit, full-back; "Dangerous" Dan McMillan, All-American tackle, and "Rip" Barnes, guard. In the front row on the right is Madam Elinor Glyn, Rodolf Valentino and Sam Wood.

Betty and Her Mother



There certainly is a family resemblance here. The same sweet smile, the same sincerity in the direct gaze and the same kind spirit shining thru, make up the characteristics of Betty Compson and her mother.

Three "Willains"

There is a whole family of villains in Wallace Reid's new picture, "Across the Continent," which he has just completed. These are father, son and daughter, played, respectively, by Walter Lond, Lucien Littlefield and Betty Francisco, three well-known character players.

The machinations of these three make it difficult for the star, playing the rôle of Jimmy Dent, to drive his small racing "flivver" to victory in the transcontinental race, which is a feature of the new story by Byron Morgan, but in spite of them he finally comes out ahead at the finish, after some thrills and exciting moments. Philip Rosen directed and Mary MacLaren and Theodore Roberts are in the cast.



Leaks from HOLLYWOOD

Victor H. Clarke, former manager of the Long Island studio and latterly special representative of the Production Department at the Lasky Studio, has been appointed general manager of our newly acquired Wilshire-Paramount studio.

Mr. Clarke has won the esteem of everyone at the coast studios since his arrival here and is regarded as the ideal man for the job. He is a great admirer of the methods of General Manager Charles Eyton of the Lasky studio and declares he will endeavor to model his conduct of the Wilshire-Paramount studio along lines similar to those so successfully established by the latter at our other plant.

Frank E. Garbutt, until the present time manager of Realart Studio, which we have just taken over and named Wilshire-Paramount Studio, has been appointed to the important post of special technical advisor to the production department and will be in charge of all the company's laboratory work both in Los Angeles and New York. He is an expert in this work in all its branches.

In the interests of economy and the concentration of effort and artistic endeavor, Jesse L. Lasky, first vice-president, announces that the London studio of the company will be closed for an indefinite period and that all production activity will be centered for the present at the Lasky and Wilshire-Paramount studios at the West Coast. The Long Island studio is also to remain closed indefinitely and it is further announced that John S. Robertson will come from London to Los Angeles to make "Blood and Sand" with Rodolph Valentino starred and May McAvoy in an important rôle of the wife, at the Wilshire-Paramount studio. George Fitzmaurice is also coming to the coast and will produce at the same studio. They are to bring along their technical staffs.

Three Kinds of Stars



This unique photo was taken at the West Coast studio recently when the California football team visited the Lasky lot.

The photo shows "Brick" Muller (left), California all-American end, showing Agnes Ayres (center) how to carry the pigskin.

At the right we have Jack Holt bringing up the other side to prevent Miss Ayres from getting away with a touch down.

May McAvoy and the Seven Ages



Little May McAvoy does not have to go any further to convince us that she is on deck for any part they may give to her involving any of the ages of woman.

In the above photograph you see her first as the little tot amazed at the wonder of the big world; then as the school girl with her shining face and her all day sucker. Then the age you girls perhaps remember better than all, the flapper and collector of masculine photos and an ambitious amateur in the art of the dressing table.

Next she enters into the vamp stage at the age of eighteen, but tries to look like the woman with a past.

Having passed the vamp age, her head is spin-

ning with romance and her hand possesses a beautiful diamond. This is known as the sweetheart age.

Then she steps into the matrimonial class as a wife with the poise of a woman who knows perfectly how to manage a husband, a house and everything in it.

Whereas all too soon, she strikes the shawl age when society and its lively things are placed in the discard, but she is old and does not mind.

"Oh! wait a minute," says Miss McAvoy, "I am only posing here."

"But at what age shall we halt you," said Pep.

"Well to tell you the truth," said Miss McAvoy, "my age is not here so I'll have to leave you in the wondering stage."

BE A BOOSTER FOR OUR TENTH ANNIVERSARY

Sic 'Em Boys — March 5 to 19



The Pepville Gazette



Vol. 6. No. 31.

MONDAY, FEBRUARY 6, 1922

Price: Last Payment.

THE PEPVILLE GAZETTE

PUBLISHED WEEKLY

Entered at the Postoffice through the Mail Slot

Editor's Office:

Ask Dad—He Knows

Weather—

Ground Hog Queered It

Motorists' Epitaphs

At ninety miles

Drove Edward Shawn;

The auto stopped,

But Ed kept on.

Speed

"How many words can your stenographer take a minute?"

"Did you say take or talk?"

"Take."

"One, usually, if I can manage to sidle it in edgeways."

On Location

The Director and his gang were shooting some scenes at Niagara Falls recently and the villain cried out as the hero was hurling him into the falls:

"But look here, if he is going to throw me into the falls, how am I going to get out."

"That's all right," said the Director, "you don't appear again."

Dry Rebuke

Jack: "Didn't you see me downtown yesterday? I saw you twice."

Jacqueline: "I never notice anybody in that condition."

Heard In Front of the Exchange

"Hello old top:—New car?"

"No. Old car, new top."

Heard At Cincinnati

Miss Ott: "The Strand is to have a new policy. They are going to charge 75c. and \$1.00 for SATURDAY NIGHT."

Miss Kerr: "Oh, gee, I wonder what they will charge on Sunday?"

Incredulity

"Murphy says he was in the biggest battle of the war."

"Aw, he's such a liar I wouldn't believe he was there if I saw him there meself."

What Every Woman Knows—It all.

Exhibitor's Epitaph

The sheriff o'er me has said his prayers—

I didn't deal with Famous Players.

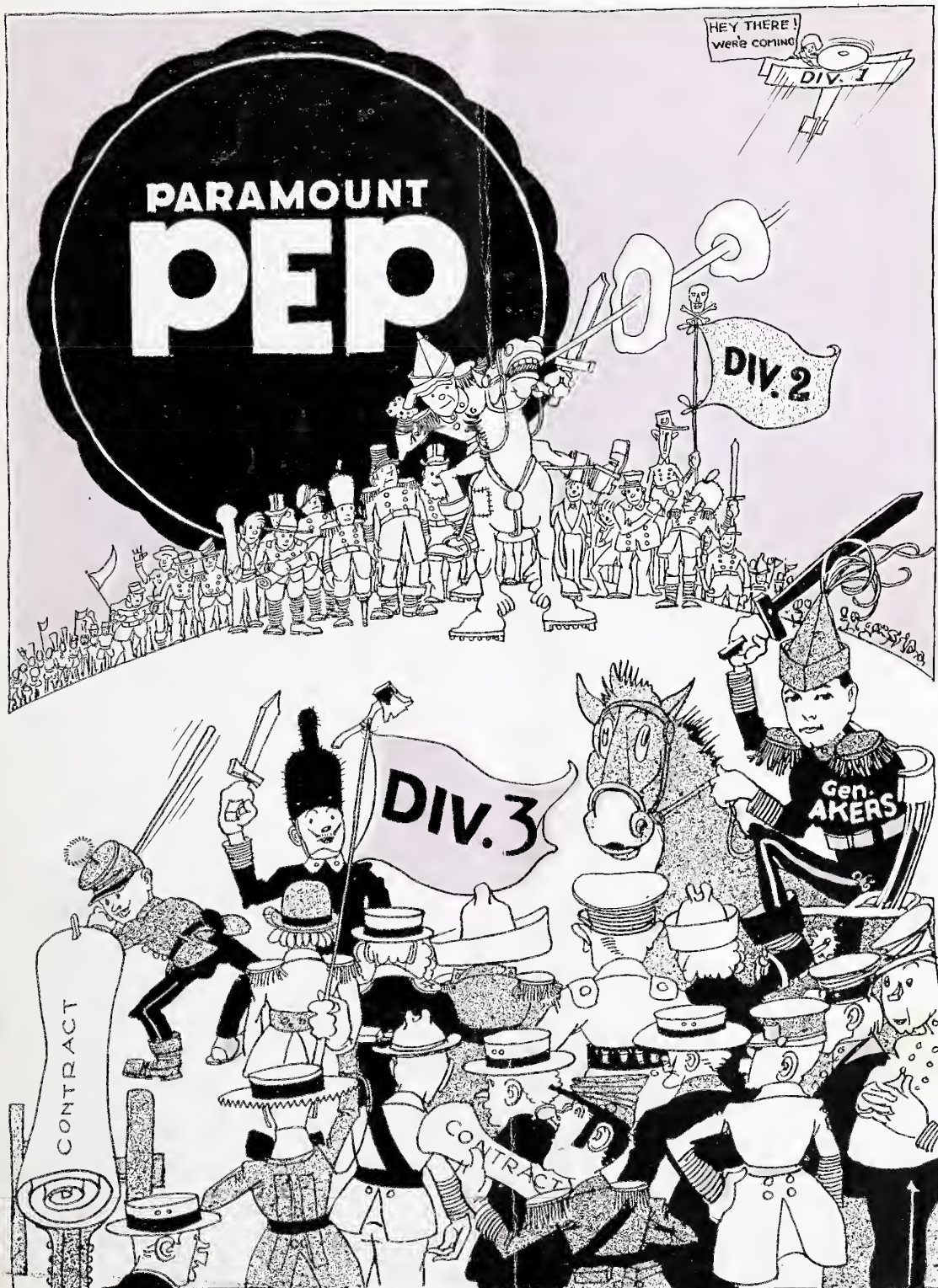
Last Minute News

**ADOLPH ZUKOR LEAVES FOR WEST COAST ON WEDNESDAY—
WILL HOLD IMPORTANT CONFERENCE WITH MESSRS. LASKY
AND KENT. . . .**

**WATCH THE GANG GO ON THE BIG DRIVE
MAKE IT UNBEATABLE—LET'S GO!**

PEP'S NURSERY RHYMES — OLD KING COLE

<p>BILL COLE I'M TOLD WAS BRIGHT AND BOLD</p>	<p>AND HE SIGNED 'EM UP, DID HE</p>	<p>HE CALLED BUT ONCE 'T WAS CONFIDENCE</p>	<p>THAT'S WHY HE'S HAPPY YOU SEE</p>



DIVISIONS 2 AND 3 LINED UP FOR ACTION

(Division One Is On the Way. See the Attack Next Week)

Enthusiasm Finds the Way—

Is Akers in The Ring?

Wow—We'll Say He Is—Not Only Does He Accept George Weeks' Challenge But Congratulates He and Ballance on Taking Second or Third Place

Jerry Akers returned from the Chicago Convention this week and stopped at PEP'S desk long enough to read the last issue and give out the following interviews.

"So, George styles Division Two the fighting division, does he? That's great. I was really afraid the contest would be so one-sided it would not be interesting. George has certainly picked out a good slogan and my one desire is that he can really instill that idea into his entire division so that we will at least have a little competition. Really, though, I can't help calling George's attention to the fact that the Germans were fighters, also, but look where they are today.

"Perhaps Division two is the fighting division, but I want to re-iterate the statement I have made several times before that Division three is THE WINNING DIVISION.

"There is not a chance in the world for us to lose as we have adopted for our slogan:

We believe it is so,

Therefore it is so,

And

WE WILL DO IT.

"Even had I been the least bit doubtful as to the final outcome of the race in the beginning, I could not possibly be now, after the receipt of the many telegrams and letters from the boys in the field. They have not only pledged their whole-hearted support, but have positively gone on record to the effect that they would finish in front, and THE BOYS IN DIVISION THREE NEVER FAIL.

"I was extremely pleased with a new angle that has entered into this race in the shape of Mr. Hunter, manager at Des Moines. Mr. Hunter concedes victory to our Division, and also issues a challenge to every other office in the Division to finish ahead of Des Moines. From the advance information I have, I know Des Moines is going to give some one a tough battle for the honors in Division Three.

"Now that, as far as I am concerned, the race between Messrs. Ballance and Weeks, and myself is definitely settled, my one great interest, naturally, is to see who finishes one, two, three in our little localized race."

This Race is sure gettin' hot—we'll hear from H. G. Ballance next issue . . . meantime Divisions, 1, 2 and 3 are on the march.—Editor's Note.

Kantner and the Newspapers

Oscar A. Kantner, Indianapolis Exploiteer, still has a winning way of getting next to the newspapers in his territory and putting things over.

He has persuaded each and every newspaper in his territory to send out a good strong sales letter to exhibitors advising them to get in on the big national ad that we are to run during the March Drive.

Naturally the exhibitors are anxious to keep in the good graces of the newspapers and it has made this another stepping stone for securing full time on the March Drive.

A good many of the other Exploiteers are also working most successfully along these lines.

G. E. Akers

When we are finished with division two there won't be any cleaning up to do—they will be thoroughly exterminated We will be so far ahead of them that they won't even know that they were in a race

H Hunter, B. M.—Des Moines

Putting It Over

Harold Horne, Omaha Exploiteer, adds another unique campaign in the long list of better exploitation stunts that are daily being put over for the exhibitors.

The latest was on "The Sheik" and the story goes this way: Mr. Horne got in touch with all theatrical equipment companies thruout the state and sold them on the idea that it was the right time to write the exhibitor and impress him with the fact that due to the tremendous amount of business theatres all over the state were doing on "The Sheik" that the exhibitor would be doing a wise thing in getting their orders in now for tickets, chairs, varnish, multigraphing and any other phases of this business.

Naturally the equipment companies jumped at this and letters were received by exhibitors all over the state who had not run the picture.

Many bookings poured in from this stunt alone.

Aside from being a good bang up campaign for the equipment companies, and ourselves, it proved most beneficial to many exhibitors who did not realize that their stock in certain lines of equipment had reached the danger mark.

This is a clever little campaign which can be put over in other parts of the country as well as in Nebraska.

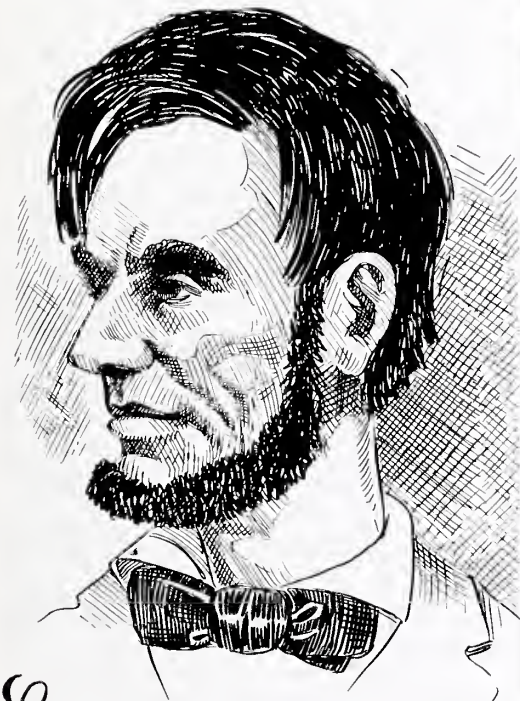
G. E. Akers

We are all scratching like we have never scratched before and you may rest assured that you will receive every bit of cooperation we can give you

H. I. Krause, B. M.—Omaha

Of Accomplishing A Purpose

Hear Ye!



Lincoln made the most
of his opportunities—
What are you doing
with yours?



Congrats.

Morris Gluck, Accessories Manager at the New York Exchange, received a telephone call Saturday morning, which made him forget any personal ills or ailment which he has ever suffered.

It's a boy!

Where They Stand in the Big Town



As you enter the New York Exchange the first thing that stares you in the face is the Zukor-Lasky clock which tells where both teams stand and what the score is for each individual salesman, ending each week.

Of course the figures in the photo are considerably advanced at the time we go to press and are rolling up faster and faster for that big score that New York promises.

The very idea of this unique score keeping advice, keeps every salesman on the jump to bring the hand on his side of the clock ahead of the other.

The battle is on worse than ever now and competition is keen, so we can naturally look for a wonderful score on the March Drive from the New York office.

Will New England Go Over?

We'll Say They Will if Promises Mean Anything

While George Schaefer, District Manager of New England was attending the Chicago Convention for the distribution of "The Mistress of the World," telegrams from his gang in the territory arrived assuring him that they would put over a record breaking business for the March Drive.

Furthermore they stated that they would not only smash records but that they would roll up a total revenue that will be unbeatable in future drives.

Watch 'em go.

G. E. Akers

You can rest assured that we will do all we possibly can to reach the quota as set for the different weeks

W. P. Moran, B. M.—Salt Lake Exchange

PARAMOUNT PEP

"BUT ABOVE ALL THINGS,
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees
of the
FAMOUS PLAYERS-LASKY CORPORATION
Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 6 FEBRUARY 13, 1922 No. 32

The Call to Arms

Mobilization calls have been issued by the commander-in-chief, divisions have been formed and we are on the march.

Never before in the history of our organization has such determination, enthusiasm, and promises been given as have hopped out of the field in the last two weeks.

Aside from enlisting every last member of our vast organization, you must now come forth and be a soldier.

Of course you know the good soldier enjoys soldiering, while the poor soldier despises it. One takes it as a pleasurable duty while the other takes it as a drudging duty.

So there is something besides placing your name on the muster and wearing the tenth anniversary uniform.

The resources for the attack on this drive are such that warrant victory.

With all these resources, however we cannot master the strategic points without the proper raiding parties in certain parts of the line. So it is evident that every soldier has a part to play in making this drive successful and if their part of the line gives or opens up a gap, it means the rest of the line cannot advance, that is for the victory as a whole.

You have in your Divisional Commanding General a most capable field supervisor of sales manoeuvres and he stands ready at any instant to put on the hob nails and the tin dome in giving you a hand in your traverse.

Let's go now.

We are after a victory, not an armistice.

Peculiar though it is, you have no enemies but you have obstructions which must be overcome and overcome now.

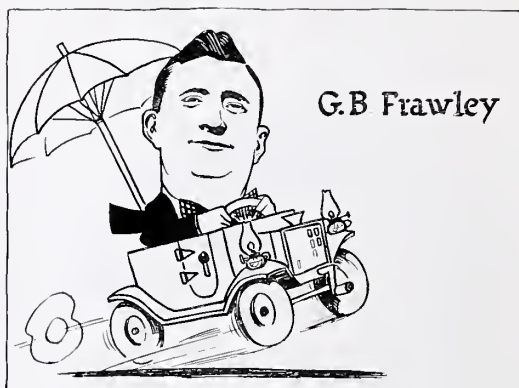
The greatest drive in the history of motion pictures is being launched and you are a participant.

Do your pleasurable duty.

Question: What can be found where it is not?

Answer: Fault.

The Boy Himself



G. B. J. Frawley, known to many of us in the home office as "Alphabet," has a great hobby for motoring. He calls it motoring because he says it's too much trouble to say automobiling. However, he dashes madly in and out the wild traffic of White Plains and the above is his idea of a unique 1923 motor machine.

Of course, you know that G. B. J. is chief of the Exchange Accounting.

G. E. Akers

Minneapolis will help to win—We will not fail our pledge Our warriors are in the field—We're off right now
Joe M. Fieldman—Rep. Minneapolis.

Tell 'Em About This!

Among the special accessories for our Tenth Anniversary Month is a 24-page booklet, "The Story of 200,000 Miles of Entertainment," which is planned for free distribution to theatre patrons.

The press run of the booklet is five million copies, and they may be had by exhibitors free of charge in any quantity desired as long as they last. They will be available at all of our Exchanges within the next few days.

The booklet, which was designed by Patrick Kearney, of our Advertising Department, and Vincent Trotta, manager of our Art Department, tells the story of Paramount Pictures. It is 6 by 3 1/4 inches, just the right size to slip into one's pocket, and is profusely illustrated. In the first three pages is briefly sketched the history of our organization along with a few words about Adolph Zukor, Jesse L. Lasky and Cecil B. DeMille, and contrasting stills from "Queen Elizabeth," the first Famous Players picture, and Mr. DeMille's recent masterpiece, "Fool's Paradise." Then follow pages devoted to the various Paramount stars and special directors.

Pages 12 and 13 are given over to a 200-word statement by the theatre management telling patrons why Paramount Pictures are shown at that theatre. The back cover is left blank for the theatre's own imprinting.

The Man With Sand Raises the Dust

They Come From Milwaukee



Above you see the happy, smiling, good-natured and efficient Milwaukee Exchange personnel. This is one of the first opportunities we have had of showing you these people in one gathering.

The photo was taken one evening around Christmas, which marked the first party of their Paramount Pep Club. Everyone had a gift for everyone else.

In the photo they are: 1st row, left to right: Miss Puhlam, Joe Roderick, Miss Reynolds, Bob Gary, Exploiteer; Al. Bernstein, Branch Manager; Miss Chafe, "Jim" Corbett, Art Ubelacker, Chas. Koehler.

2nd Row: Milt Gore, Office Manager, Miss Hauenstine, Bert Streck, Miss Duffy, Theo. Rosin, Miss Kopke, A. N. Schmitz, Miss Scheibe, Harry Simons, Miss Claffey, J. A. Claney, Miss Winters.

3rd Row: Miss Gross, Miss Niesiewski, Miss Saybel, Milt Hirsch, Miss Judell, Miss Vlieland, Miss Wright, Miss Salzer, Bert Reisman, Miss Rogers, Miss Block.

CLEVELAND EXCHANGE

Correspondent—Miss R. Labowitch

Beaucoup Celebrities Visit Us This Week

Mr. S. R. Kent, F. V. Chamberlin and Harry A. Ross paid us a short visit. In fact, just to say "Hello" and then "Good-bye." However, we were all glad to see their smiling countenances.

"Happy" Wright of the Accessories Department has been given a promotion and is now one of the assistant bookers. Good luck, Happy, keep going.

We have also added a very smiling and pleasant face in the Accessories Department. Miss Emma Irwin is now looking after the books. We are all glad to see you and hope you will like us.

They Believe Him

"If You Believe It, It's So," says Bob Gary, Milwaukee Exploiteer.

Bob just sold the Wisconsin News, "If You Believe It, It's So" for their 1922 slogan.

No second, third or cartoon page for this. No! Front page. Gary is drawing up a series of cartoons for this caption and the newspaper is backing up this slogan with 24 sheets, 3 sheets, 1 sheet and 1/2 sheets, as well as a series of editorials.

This is not merely a story because the editor is just now reading a front page editorial on same.

He is also looking at a cartoon by Optimist Gary in many copies of the Wisconsin News.

There is no doubt lingering around Pep's office as to the success of this production when it hits Milwaukee for Gary has certainly spread the slogan "If You Believe It, It's So," far and wide.

Chicago Convention Huge Success

Convention Representatives Meet S. R. Kent in Chicago for the Greatest Twenty-Four Hours of Pep Yet Shown at the Many Gatherings

On Monday morning, February 6th, twenty-four representatives including District and Branch Managers and chiefs of the home office Sales Department, gathered in the big ball room of the Drake Hotel, Chicago, for one of the liveliest conventions yet conducted under the guiding hand of S. R. Kent.

Mr. Kent opened the meeting with a brief address as to the purpose of the convention and immediately had the first three episodes of "The Mistress of the World" screened, which occupied the time until noon. They then adjourned for lunch and returned and in the afternoon the fourth episode was screened, followed by the production "The Loves of Pharaoh."

At the close of these screenings Mr. Kent expressed a desire that all present reserve their opinions on these productions until the business session that night.

At 6:30 P. M. a business dinner, so to speak, was held. At the close of the dinner Mr. Kent gave one of the greatest sales talks on distributing policies of "The Mistress of the World" that the boys have yet had the pleasure of hearing.

Mr. Kent touched lightly on the new distributing policies for next year, the official announcement of which will be made by him at some later date.

He also covered the details of the March Drive and then called on many of the representatives for their expressed opinions on the productions they had witnessed and what the possibilities were for a successful distribution in their respective territories.

Those who made speeches were Messrs. Kent, Weeks, Ballance, Akers, Claud Saunders, Phil Reisman, Schaefer, Danto, John Clark, Wallace, LiBeau, Bernstein, Mike Hughes and Mike Lewis. The latter gave a most interesting talk on production activities from a sales angle at the West Coast.

At the close of these speeches, Mr. Kent again assured them of the success of "The Mistress of the World," and said, "back of this whole thing, boys, is something bigger than the picture, and bigger than the sales idea, that is, the fact that it is something new."

"It is a treat to the industry," continued Mr. Kent, "and it is evident at this very moment that we can place all sorts of faith in this production from the fact that we have already closed contracts for the entire Loew Circuit and many other big leaders in the industry."

"The very fact," said Mr. Kent, "that these gentlemen have booked this production before it had even had a trial in the market, shows that they are sold on the idea, not only on production value but its attractiveness as a novelty in the industry."

The entire convention was handled and gone thru in a most efficient and clear manner and every phase of the suggestions up for discussion was covered satisfactorily.

A good many of the representatives left Monday night for their respective territories and others stayed over to discuss vital problems with Mr. Kent.

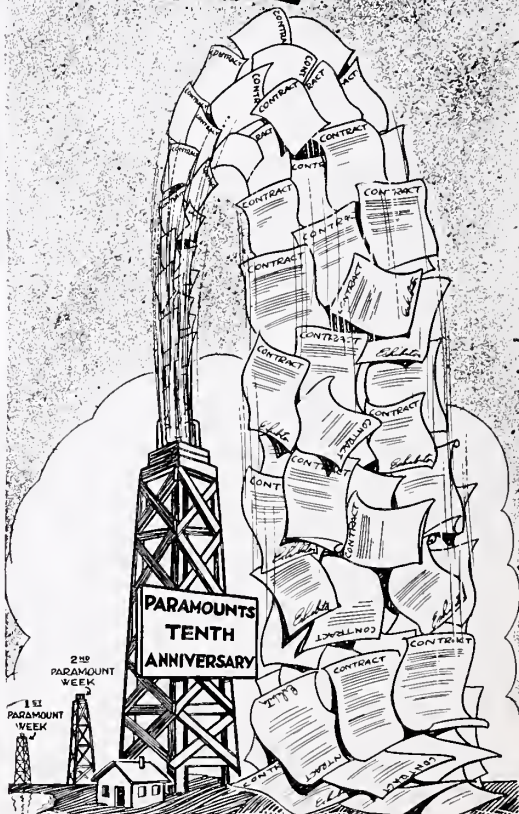
Mr. Kent then continued on to the West Coast, while Messrs. Ballance and Akers returned direct to New York. Messrs. Chamberlin, Weeks and Given made a hurried trip to Milwaukee, then returned to their respective stations.

Harding's Paper vs. Royster

Harry L. Royster, Exploiteer at Cleveland, effected another bit of cooperation recently when he had the Harding Publishing Company, still owned by Honorable Warren G. Harding, President of the United States, dictate a wonderful letter on the needs of cooperation on the March Drive to their advertisers.

The name of the newspaper is the *Marion Star*.

LET'S MAKE IT ANOTHER GUSHER



When George Left Canada

George W. Weeks Was Tendered Banquets, Parties and Farewell Gatherings Prior to His Leaving for New York

A bit late we'll admit, but good stories for good readers are never too late. So it is that we tell you the wonderful send off given George Weeks, General Sales Manager for Division No. 2, at Toronto, but a few weeks ago.

We would utilize many pages in telling of all the parties at which George was the honored guest so we will let Mary Dillon, former correspondent at the Toronto Exchange tell of what happened at the farewell party given him by members of the exchange. Here's her story:

In the dictum of his now weeping Secretary who cares not for Shakespearian traditions. "We were there to praise George, not to bury him."



It was a wonderful party, at least as wonderful as a party could be that had as its underlying motive, the departure of our dearly beloved "boss." As so many of his Associates so warmly attested the only fact that consoled the staff in their loss was the assurance that he was ascending to greater heights.

The dinner opened with a bang. Miss Marjorie Despard of the Booking Department, attired as a child presented Mrs. Weeks with a basket of Roses, a token from the Staff which was given with the same hearty sentiment as the three cheers and a tiger which followed the presentation.

They tell us that the menu was a huge success. We studied ours after the party was over, and decided that we would have to take their word for it as everyone was too engrossed in the laudatory speeches and community singing to note of what the dinner consisted.

Mr. Bach as our very efficient and amusing Toast Master called on representatives of the different Departments to speak. Until that time I was of the opinion that girls were not speech makers but after hearing Miss Murray (Mr. Week's Secretary) and Miss Peterson of the Cashier's Department I beg to announce that my views have been corrected. They were splendid, voicing in an altogether different way the universal sentiment that the Staff is behind our George one hundred per cent.

Then six of the girls, each with a different ingredient for "Bread" gave Mr. Weeks a few brilliant ideas as to the most efficient method of "kneading dough."

In the photo they are:

Standing (left to right) Peter Ward, Cecil Nelson, Bill Owler, Harry Nelson, Jim Foy, Mrs. Jim Foy, L. D. Hatfield, N. L. Nathanson, Mrs. Geo. W. Weeks, George W. Weeks, W. A. Bach, Mrs. W. A. Bach, J. A. Derham, W. J. O'Neill.

(Continued on Page 11)

G. E. Akers

You may rest assured that Kansas City and St. Louis are going to hold up their end in the Western District and if all of the rest of the offices in the division do as well in proportion I believe that you will compel Mr. Weeks to shrink in size very materially

R. C. Libeau, D. M.—Kansas City

Spreading the Good-Will

Allan S. Moritz, Branch Manager at Buffalo, and his staff are not only great believers in good-will but are spreading it as is evident by a letter received from an exhibitor addressed to Mr. Harrington at our Buffalo office.

"A. C. Harrington,
"Buffalo, N. Y.

"Dear Sir:

"The standing of your corporation has been greatly raised in my opinion, by the fair and square treatment you have shown John Tinkennes of the Clinton Theatre.

"Personally, I did not believe you would do it, and am frank to say that I am most truly and agreeably surprised. You have gained me as a 'booster' anyway and I will be glad to tell others of your action whenever the occasion may arise."

"Yours truly,

"Peoples Theatre

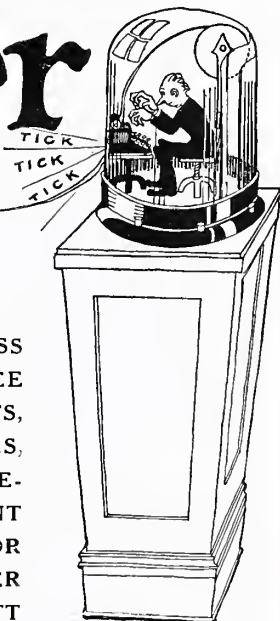
"J. C. Hilman."

That's the Spirit Buffalo.

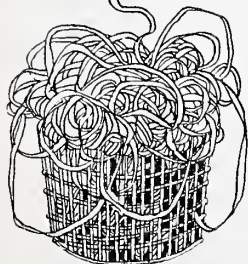
That's It—100% Enthusiasm



Pep's Ticker



CHICAGO CONVENTION ON "MISTRESS OF THE WORLD" GOES OVER BIG . . . SEE STORY . . . THE THREE WAR CHIEFS, MESSRS WEEKS, BALLANCE AND AKERS, ARE BACK . . . F. V. CHAMBERLIN RETURNED LAST THURSDAY . . . S. R. KENT HITS THE COAST . . . ADOLPH ZUKOR ARRIVES AT WEST COAST TO CONFER WITH MR. LASKY . . . FRANK E. GARBUTT APPOINTED SPECIAL TECHNICAL ADVISOR TO THE PRODUCTION DEPARTMENT IN CHARGE OF ALL LABORATORY WORK . . . WILSHIRE PARAMOUNT STUDIO, FORMERLY REALART STUDIO AT WEST COAST, IS CLOSED UNTIL FURTHER NOTICE . . . VICTOR H. CLARKE TO RETURN EAST . . . SEE MR. LASKY'S ANNOUNCEMENT IN THIS ISSUE . . . PARAMOUNT CLUB BALL AT COMMODORE TO BE BIGGEST AFFAIR YET . . . WALLACE REID STARTS WORK ON "THE DICTATOR" . . . FRED NIBLO TO DIRECT "BLOOD AND SAND" . . . ARE YOU FOLLOWING THE BIG DRIVE? . . . FRED GREENE, NEW YORK EXPLOITEER, IN ALBANY WORKING WITH JOHN HOWARD FOR STATE CONVENTION OF EXHIBITORS . . . GET A RE-BOOKING ON "THE SHEIK" . . . YOU WOULD BE SURPRISED AT THE REVENUE YOU CAN BUILD UP ON THIS . . . DON'T FORGET THE DATE—MARCH 31, FRIDAY NIGHT . . . GREATEST GATHERING OF FILM CELEBRITIES TO DATE . . . MITCHEL TREE OF H. O. PUBLICITY, LEAVES US . . . "RUSS" HOLMAN TAKES OVER AD LAYOUTS . . . ALVINE LEAVES N. Y. PAPERS DEPT. FOR MAGAZINE DEPT. . . . ARE YOU . . . (TICKER CLOSED FOR TODAY) . . . MORE NEWS NEXT WEEK.



Before You Try To Steer The Other Fellow's—

Our Parisian Manager



M. Adolphe Osso

Friends meet Mr. M. Adolphe Osso, the genial manager of our organization in France.

You will find Mr. Osso in the new luxurious office maintained at 63 Avenue des Champs-Elysees, Paris.

Our organization in France is known as Societe Anonyme Francaise des Films Paramount.

What They Pledge Weeks

Four District Managers Pledge Wonderful Support for Division Two

These telegrams from the four District Managers carry heaps of enthusiasm and confidence for the drive.

George Weeks :

This District Pledges anniversary month Cincinnati one hundred thirty thousand Indianapolis one hundred twenty thousand stop hard work necessary to make this possible every one here with coats off fighting to bring home the bacon.

H. E. Elder.

George Weeks :

Just let you know how you stand with the boys in this district and to get you off on your new duties to a flying start it is my pleasant privilege to inform you that the Pittsburgh Cleveland and Detroit Exchanges to a man are designating this as a vote of confidence and a token of our complete cooperation I have been authorized to tell you to proceed with your tenth anniversary drive challenge to Messrs. Akers and Ballance with the definite assurance that when the final records are tabulated your district will stand out like a Paramount Picture against a tin type.

H. A. Ross.

George Weeks :

Your letter the kind to inspire the boys on to do the bigger things and you can feel assured everyone is pulling together to make this anniversary biggest in return revenue that has ever been written on the records of Chicago office we have had wonderful start and it is very encouraging to see the many bookings coming in for two big weeks you can depend on this district, holding up division number two holding big sales meeting Saturday when I will write and tell you all about it. Kind regards,

H. W. Given.

G. E. Akers

I recently held a sales meeting together with Mr. Creswell at which time we went over various phases of this matter in its entirety and I can see no reason why the Denver office should not go over the top.

M. S. Wilson, B. M.—Denver

G. E. Akers

I want to assure you that we are going to use every effort to put this month over in a big way and am very pleased to say that so far we have encountered no serious objections from exhibitors here in the city.

R. D. Thomson—St. Louis

They're Whoopin' 'Em Up



Messrs Gledhill and Lee, captains of the New York exchange Zukor and Lasky teams, respectively, give three cheers for their side every day.

The race is going to be a hot one and will no doubt roll up a revenue record for the New York exchange.

G. E. Akers

You may rest assured that each and every employee in the Portland office will give every ounce of energy to put division number three over divisions one and two

C. M. Hill—Portland, Oregon

G. E. Akers

You certainly have my whole-hearted support to help put division No. three over the top and make it stand out where it has always been in every drive.

H. P. Kingsmore—Exploiteer Kansas City

Boat—Be Sure You Can Paddle Your Own Canoe

Headquarters 11-1 Minneapolis, Minn.

General Order Number One Jan. 30th, 1922

WAR WAR WAR WAR WAR WAR WAR WAR WAR

Declaration of WAR was made this week by GENERAL AKERS against the exhibitors in this territory who have not as yet contracted for Paramount and Realart pictures, and those who have not signed up for solid PARAMOUNT ANNIVERSARY bookings between March 5th and 18th inclusive.

Every SALESMAN has been appointed a CAPTAIN, every BOOKER a SERGEANT, to take possession of the first line trenches, prepared for heavy battle. Plans for mobilization has been under way for the past eight weeks. This word did not come as a surprise. Every man is equipped to produce his share of the battle.

OUTPOSTS have been advancing, and many important towns already surrendered their contracts and pledges before this declaration was declared. Everything is prepared to wage a fierce war for the next 30 days. NO QUARTER will be given—NO MERCY shown.

The FINEST and most EFFICIENT force of FILM WARRIORS ever enlisted are commanding this DRIVE. JERRY AKERS our respected GENERAL is awaiting the word of VICTORY, and the success of this struggle rests upon each individual—UPON YOU.

It means that you must marshal your (mental) forces. PLAN your attacks, group your arguments to resist counter-fighting from the foe—strengthen your position and dig like H—L, to keep from being BLOWN UP ON A SALE.

We know—of some of the WARRIORS below who are going to make faster time in hitting their towns in their zones in the next 30 days. Some will lose a little sleep—others are going to stop making a morning reading room out of their (HOTEL) dugouts, and get to the exhibitor before he opens his mail.

The ability of each man is carefully reckoned. No Army ever entered the field better equipped with AMMUNITION more suitable to wage this BATTLE. Our 42. CENTIMEERS will be loaded with such modern ammunition as, THE SHEIK, LITTLE MINISTER, SATURDAY NIGHT, AFFAIRS OF ANATOL, FOOLS PARADISE, and many others too numerous to mention, will be fired in all GLORY until VICTORY is won. Each and every MAN have pledged to exceed the limit of CONTRACTS in DOLLARS and CENTS, set forth by our Home Office Headquarters.

Each man has pledged to figure up the number of CONTRACTS they have to secure at a fair average each, and then go out and Get 'Em. There is not going to be an argument in the world they cannot overcome, and if there is one offered—THEY WILL NOT RETREAT; the right answer will be found out, if it is necessary to wire

(Continued in next col.)

the HOME OFFICE HEADQUARTERS to get it.

MAJOR GENERAL REISMAN will award a "CELLULOID CROSS" to every FILM WARRIOR who distinguishes himself, and what SWEETER THOUGHT, than you have just made a PARAMOUNT sale.

Major General—Phil Reisman
Brigadier General—Frederick Strief

Colonel—G. A. Schneider

Lieut. Colonel—A. B. Leak

Major—J. M. Fieldman

Sergeant Major—E. J. Hurley

CORPORALS

Irving W. Wischer Wm. M. Grant
R. H. Wienholz

CAPTAINS

C. F. Rose W. S. Allison
W. C. Pugh M. J. Comer
Jack Raper F. Benno
C. J. Howard G. A. Durlam

SERGEANTS

A. R. Anderson A. M. Friedrichs
R. O. Krueger Wm. Curry

BOMBER

Max Dootlittle

When George Left Canada

(Continued from Page 7)

Mrs. W. J. O'Neill, Marion Wainwright, Roy Woolings, Gwen Wainwright, Mae Stein, Sarah Leiberman, George S. Jeffrey (*Sitting*).

Sitting (left to right) Sammy Kates, Reggie Redpath, Violet Dryburgh, Leo J. Haag, Mary Dillon, Marjorie Despard, Mrs. William Desmond, Mae Murray, Leah Peterson, Carl Weeks, Mrs. Carl Weeks, Eddie Zorn, Gladys Dillon, Mary Brown, Edna Gordon, Elsie Young, H. R. Patte.

G. E. Akers

You may rest assured that each and every one in this office has accepted this challenge with the determination that divisions one and two will claim at the end of March that division three showed "Too Much Speed"

F. J. Murphy



Pep "Fans"



Tommy Meighan is here shown telling the kiddies who are appearing with him in "The Prexy Daddy" all about Pep.

Tommy is one of our most faithful readers and frequently contributes some good ideas for the field.

On his right is "Peaches" Jackson; between his knees is Bruce Guerin; sitting on his left is Barbara Maier and standing on his right are the DeBriac twins.

PEP

Holt and Daniels

"Val of Paradise," in which Jack Holt and Bebe Daniels are to co-star, under the direction of Joseph Henabery, will have in the cast besides the two stars, Charles Ogle, Alec B. Francis, who played the father in "The Great Moment," with Gloria Swanson as star; Jack Carlyle, Fred Huntly and one other in an important feminine rôle, yet to be named.

It is a Western picture with much color and atmospheric quality. The two leading rôles are said to abound in dramatic possibilities for Mr. Holt and Miss Daniels.

Jesse L. Lasky Announces

Frank E. Garbutt has been appointed special technical adviser to the Production Department, in charge of all laboratory work. He will arrive in New York for conference with executives concerned with printing and prints, on February 6, 1922.

The name of the Realart Studio in Los Angeles is to be changed to THE WILSHIRE-PARAMOUNT STUDIO, the same to be closed until further notice.

Victor H. Clarke has been appointed General Manager of the Long Island Studios, effective upon his arrival in New York about April 1, 1922. This studio is to be reopened shortly after Mr. Clarke's arrival.

JESSE L. LASKY.

Back Again

No sooner had George Melford brought his company back to Hollywood from Burlingame, Cal., near San Francisco, where he had been making exterior scenes for "The Cat That Walked Alone," featuring Dorothy Dalton, than he immediately went to work in a tremendous set at the studio representing the interior of a baronial castle in England. Miss Dalton has for leading man in this picture, Milton Sills, while Wanda Hawley plays an important rôle. The original story is by John Colton and the screen version by Will M. Ritchey.

A Lois Wilson "Fan"



Lois Wilson recently came on a set at the west coast studio accompanied by an elderly gentleman and she introduced him as a Lois Wilson "fan."

Of course she immediately followed this remark by identifying said "fan" as her daddy, who, in the business world, is a busy broker.



Leaks from HOLLYWOOD

By Shirk

Chinese New Year is some function in San Francisco's Chinatown and Dorothy Dalton, featured in "The Cat That Walked Alone," George Melford's new production, was lucky enough to be there with the company during the holiday. So she and Milton Sills, leading man, with others of the troupe, attended a Chinese theatre, which Miss Dalton saw for the first time.

"It was fascinating," she avers. "The women characters were impersonated by men who really looked fine; the orchestra pit was a fruit vender's shop, the orchestra being on the stage, and also the prop man, who didn't bother about trying to hide his doings from the audience. The play goes on interminably for many nights, but we only went once. Later we attended a Chinese dance where the American-born boys and girls were having a lovely time. They wore native dress but had their hair marcelled—the girls, I mean—and their shoes were French-heeled. The combination of Orient-Occident was quite amusing. I enjoyed the experience greatly."

Betty Compson will probably be ready to follow the next polar explorer to the top of the earth by the time she gets back from Truckee, Cal., coldest place just now next to Greenland, probably. She is there with Penrhyn Stanlaws' company making "Over the Border," and with Tom Moore, heads a fine cast. This is A. S. LeVino's picture from the story by Sir Gilbert Parker.

Gloria Swanson is finishing up "Beyond the Rocks," which Sam Wood is directing and which Mme. Elinor Glyn wrote and is supervising. Talk about feminine loveliness! It is certainly exemplified in this picture—for never did the star look more gorgeously beautiful than in the gowns she wears. Rodolph Valentino is particularly handsome and effective as the young lover. Romance and beauty, action and thrill, charm and novelty—all vie with one another in this new picture.

It took a can opener to put together the six suits of armor for George Melford's production, "The Cat That Walked Alone," featuring Dorothy Dalton.

Rudolph Bylek, technical director, got out a powerful can opening device and thus armed descended upon a pile of greaves, breastplates, etc., and soon had six fine looking knights standing stiffly at various parts of the big baronial castle set.

"It was some job," admitted Bylek. "The armor was all in sections and mixed up considerably since the days of 'Joan the Woman.' But I got the can opener and a pair of pliers and soon had a regular battery of armored figures. Too bad there are no jobs open for armorers these days—I'd have something to fall back on if I needed it!"

Wouldn't You Be Frightened?



"Even though it is in the movies," says Dorothy Dalton, "I had a creepy feeling when these three terrible bad men summoned me." Above is a scene from Paul Powell's production, "Tharon of Lost Valley."

In the picture left to right, they are Clarence Burton, George Field and Frank Campeau. Dorothy Dalton is in the center.



Clarke Coming East

Our Long Island studio is to be reopened in April, according to an announcement wired East by Mr. Lasky, in charge of production.

Victor H. Clarke has been appointed general manager of the Long Island studio and will arrive to take charge about April 1. Active production will be resumed as soon afterwards as the studio can be prepared.



Nine Productions in the Making

**Production Activities at the West Coast Studio
Are Running Around the High Water
Mark Again**

Among the new productions under way now in Hollywood are "Over the Border," with Betty Compson and Tom Moore in the leading rôles, and "The Cat That Walked Alone," a George Melford production featuring Dorothy Dalton and including Wanda Hawley and Milton Sills. Pictures to be started during the month of February are: Cecil B. DeMille's "Manslaughter," "The Dictator," starring Wallace Reid; Thomas Meighan in "Our Leading Citizen," story by George Ade; "Val of Paradise," with Jack Holt and Bebe Daniels; Agnes Ayres and Conrad Nagel in "The Ordeal," "The Gilded Cage," starring Gloria Swanson, and "Blood and Sand," with Rodolph Valentino and May McAvoy.

Productions completed during the last month include "The Green Temptation," "The Red Challenge," "Beyond the Rocks," "Across the Continent," "The Proxy Daddy," "Bought and Paid For," "The Heart Specialist," "The Sleepwalkers" and "Through a Glass Window."

Talking It Over



This photo shows George Melford, Director and Dorothy Dalton, featured in "The Cat That Walked Alone" on location at Burlingame, Calif.

Mr. Melford is talking the next scene over with Miss Dalton before she gets shot.



Niblo for "Blood and Sand"

Jesse L. Lasky announced in Hollywood this week that Fred Niblo, director of "The Three Musketeers," had been engaged to direct our big special production, "Blood and Sand," in which Rodolph Valentino is to be starred.

John S. Robertson had been chosen to direct "Blood and Sand," but owing to the magnitude of "Spanish Jade," the production which Mr. Robertson has been making in Europe, it was found to be impossible for him to reach Hollywood in time to start the new production on schedule.

Fred Niblo, who entered the directorial field about four years ago, following his big success on the stage in the title rôle of George M. Cohan's "Hit-the-Trail-Holiday," rose to fame in the picture world as the director of sixteen Thomas H. Ince productions for us starring Enid Bennett. He also directed the Ince production, "Mother o' Mine," and the J. Parker Read production, "Sex," starring Louise Glaum. He then was engaged by Douglas Fairbanks and scored a tremendous success as the director of "The Mark of Zorro," following it with "The Three Musketeers," recognized as one of the great classics of the screen.

June Mathis, adaptor of Vicente Blasco Ibanez's novel, "The Four Horsemen of the Apocalypse," in which Valentino also played the lead, has been working for some time on the scenario of "Blood and Sand," which is by the same author. The addition of Fred Niblo to this famous trio of author, scenarist and star, is expected to result in one of the most notable productions the screen has yet held.

Some Cast

A list of noted players which makes the cast look almost like a roster of stars has been announced for the new picture in which Wallace Reid will star under the direction of James Cruze, "The Dictator."

Lila Lee is leading woman; Theodore Kosloff has a highly important rôle; Kalla Pasha, a Mack Sennett comedian, is cast in an appropriate part; Alan Hale, semi-heavy of "One Glorious Day," and Walter Long, heavy actor in "The Sheik" and "Moran of the Lady Letty," two George Melford productions—are included in big character parts, and Fred Butler and Sidney Bracey will be seen in good rôles.

This is Willie Collier's famous stage success done into a screen play by Walter Woods. The original was by the late Richard Harding Davis. Work starts shortly on the production and a location probably will be the scene of activity at the beginning.



Who Is He?



Theodore Kosloff

You have seen him as a Russian dancer, a hypnotist, hunchback, violinist and in many other rôles. His name is Theodore Kosloff and he is here shown as Pierrot in a scene from the William B. Taylor dramatic production "The Green Temptation."



Powell to Direct Ayres

Jesse L. Lasky has assigned Paul Powell to direct Agnes Ayres in her next picture, "The Ordeal," by W. Somerset Maugham, author of "The Moon and Sixpence," "Of Human Bondage," and other notable novels. This was to be the next production to be made by the late William D. Taylor, who at the time of his death had just completed "The Green Temptation," starring Betty Compson.

Conrad Nagel will appear opposite Miss Ayres and Clarence Burton will have the chief heavy rôle. Others in the cast chosen are: Edna Murphy, Edward Sutherland, Adele Farrington, Claire DuBrey, Lloyd Whitlock, Eugene Corey, Ann Schaefer and Shannon Day. The adaptation is by Beulah Marie Dix.

Are They Friends? We'll Say So



Bebe Daniels and Wanda Hawley were originally with Paramount, then with Realart and are now again back to our fold and in all their years in front of the Cooper-Hewitts they have been fast friends and still remain so.

Shooting at Night

One of the biggest motion picture lighting projects yet attempted is now under way in the filming of exterior scenes for the Penrhyn Stanlaws production, "Over the Border," with Betty Compton and Tom Moore, according to Frederick S. Mills, electrical illuminating engineer at the Lasky studio.

The company was on location at Truckee, in northern California, filming winter scenes in the heavy snow which blankets the ground in that region at this season of the year. It was necessary to film some night scenes, and instead of taking them in the daytime and tinting them blue for a night effect as in the past, the company decided, in accordance with a policy recently adopted, to make the scenes more realistic and effective by actually filming them at night.

Seventeen thousand feet of wire, a mile and a half of connecting cable, and much equipment and paraphernalia was shipped up from the studio to the location site; also a crew of extra electricians to operate the lights and set up the paraphernalia. Transformers were also shipped up from San Francisco to handle the current from high voltage power lines which ran some distance away and necessitated the long stretches of cable.

PEP 

Throws a Mean Rope



Jack Holt

Did you ever know Jack Holt throws a wicked loop? Well he can. He is up to a lot of these wonderful tricks and surprises his friends quite frequently at the West Coast Studio.

Star and Author



Gloria Swanson, starring in "Beyond the Rocks" and Elinor Glyn, the author of this original story written expressly for Miss Swanson, are not a bit cold in this Alpine snow, it is only salt.

The mountain representing the Swiss Alps was built near Hollywood by studio technical experts and when you see this production on the screen, you are carried to some glorious settings in the Alps.



O-O-O-O-O-OH!



Walter Hiers

Walter Hiers, the husky favorite at the West Coast, says he enjoys his rôle in William de Mille's "Bought and Paid For," because he has to eat a lot.

He says there is only two kinds of ice cream he likes and that's vanilla.

He also wishes to call our attention to the fact that he has to smoke a lot of cigars in this picture and not to confuse him with Theodore Roberts.

??1/4:‰|||1/2@&&-!!!!££.....?

(Concerning Wanda Hawley)

I wonder as I wander and I ponder
If Wanda doesn't wonder were she blonder,
And I think that as I wander so I blunder
As to Wanda being blonder, yes, by thunder.

For should Wanda wanta blonder head, by thunder
She'd wonder why she ever made the blunder
For to ponder on a blonder head, to Wanda
Is so foolish as to make the wonder wonder.

ALBERT DEANE.

Passes Are Not Honored In Heaven



The Pepville Gazette



Vol. 6. No. 32

MONDAY, FEBRUARY 13, 1922

Price: Anything but a ruble.

THE PEPVILLE GAZETTE

PUBLISHED WEEKLY

Entered at the Postoffice through the Mail Slot

Editor's Office:

Just say "Pep"

Weather—

Signs of Winter

Motorists' Epitaphs

Lies slumbering here
One William Lake;
He heard the bell
But had no brake.

Awful

She:—"What makes the leaves
turn red in the fall?"
He:—"They are blushing to
think how green they have been
all summer."

At the Powder Mill

"Bill," said the foreman after
the accident, "did you break the
news to poor Mrs. Murphy
about her husband getting
blown sky-high in the explo-
sion?"
"I did."
"Did you break it gently?"
"I did. I told her that Tom
got that raise he'd been look-
ing for."

Expert in Ignorance

Rub: "Jenks doesn't know a
blame thing."
Dub: "What a man for a
jury!"

That Was Enough

Alice: "Did you marry for
love?"
Virginia: "Once!"

How's This

Two roaches were standing
on top of a cracker box when
one of them suddenly started
running like blazes around the
top. The other one, very much
surprised, said, "What the de-
vil are you doing that for?"
The other one stopped long
enough to gasp, "Don't you see
that sign, 'Tear along the
edge?'"

Unlucky

Lem: "Fer the land o' Goshen,
Liz! Git that can o' benzine
away from the fire!"
Liz: "What's th' matter, Lem?
Gettin' superstitious?"

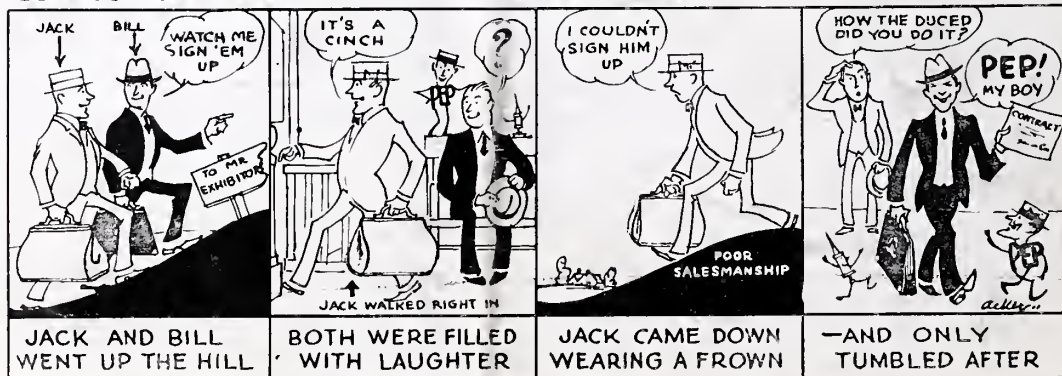
Exhibitor's Epitaph

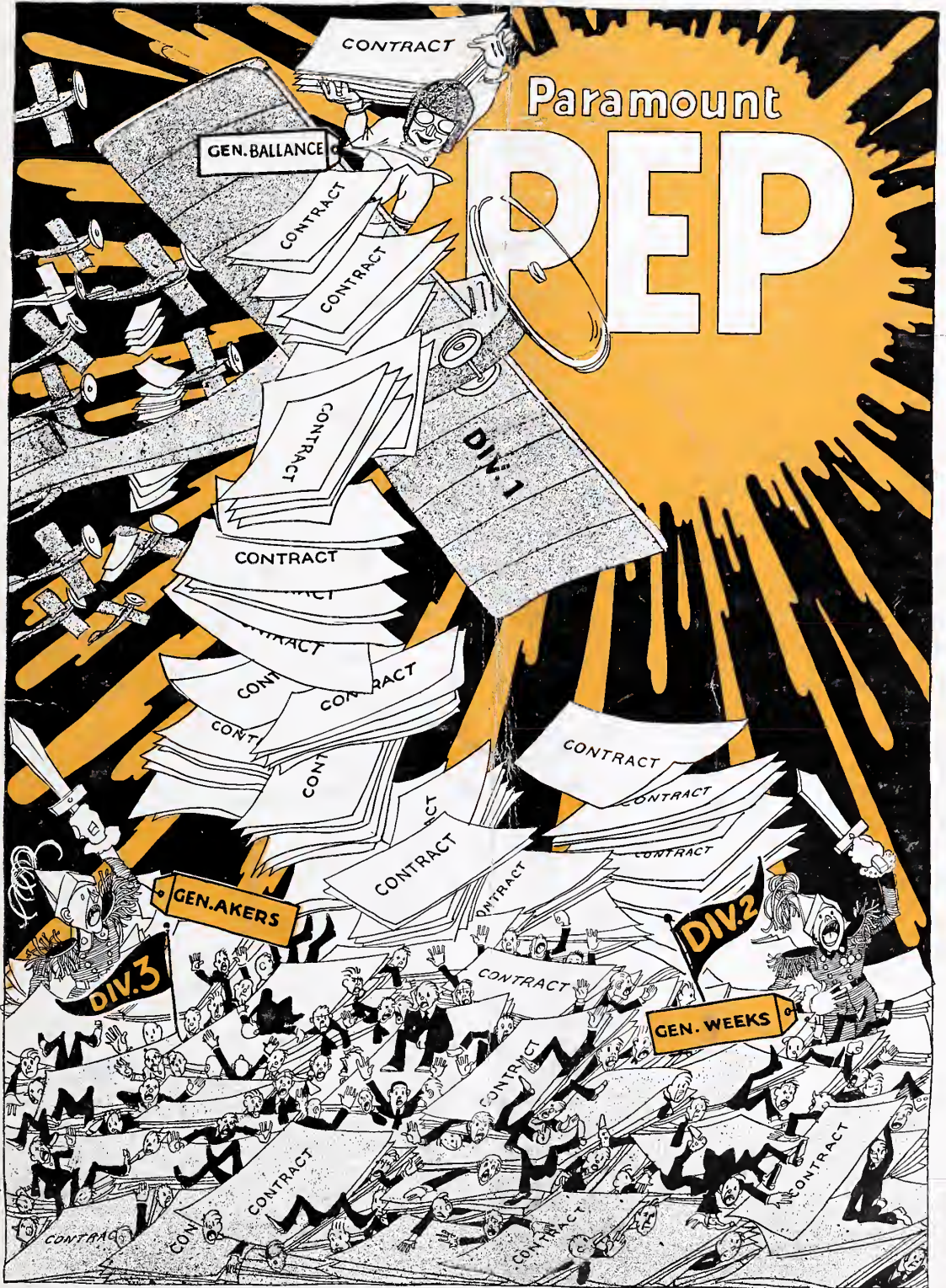
Paramount Pictures. He'd
never show—
So he's "all washed up" with
no place to go.

LAST MINUTE NEWS

FRIDAY, MARCH THIRTY-ONE — WHERE? — HOTEL
COMMODORE — N. Y. — WHAT? GREATEST BALL IN
OUR HISTORY IN HONOR OF OUR TENTH ANNIVERSARY
— BE THERE.

PEP'S NURSERY RHYMES — JACK & BILL

JACK AND BILL
WENT UP THE HILLBOTH WERE FILLED
WITH LAUGHTERJACK CAME DOWN
WEARING A FROWN—AND ONLY
TUMBLED AFTER



DIVISION I. ARRIVES—NOW WATCH THE SCRAP

Keep Your Eyes Open For The—

General Ballance and His Division Arrive

With Every Implement of Modern Warfare, Division One Claim They Will Hold First Place At the Finish.

After a most successful mobilization of Divisions 2 and 3, Division 1 comes to the front in airplanes preparing to smother Divisions 2 and 3 with contracts.

General H. G. Ballance, Commandant of Division 1, has held a council of war with his colonels, Euxbaum, Smith, Schaefer, and Majors Danto, Moritz, Kempner, Clark, Wallace, Scates, Powers, and Britton.

All the above officers assured General Ballance that their captains, lieutenants, and rank and file in their respective exchange barracks have their guns all set and the reconnoitering patrols and raiding parties on the job.

Regarding the entire situation, General Ballance said, "Now that all the hats have been thrown in the ring, challenges hurled, cartoons drawn, and songs sung at the Convention, etc., we are going to settle down and put Division 1 in the place it belongs, namely first.

"I have every reason to believe that Divisions 2 and 3 are maintaining a battle of their own for second and third place, respectively, and as far as our Division goes, we pledge President Zukor and Secretary of War Kent, to deliver the biggest gross revenue Anniversary Weeks that it is humanly possible to attain.

"The pledges received from the fighting men have been very encouraging to us and if they all deliver as they have promised, after the smoke of battle has been cleared away, you will see Division 1 in position 1."

From Pep's observation balloon, it takes on the aspect of the greatest battle of Paramount Drives ever waged in the history of motion picture warfare, and if Pep's observation balloon doesn't connect with an anti-aircraft bullet from one of the three divisions, we will be able to give you a great story from the battle as it progresses.

ARE YOU GOING TO MAKE YOUR DIVISION THE WINNING ONE?

Another Bull's Eye

Al Thorne, head of our Poster Department, is the recipient of many congratulations from various accessories managers throughout the field on the insert card for "Her Husband's Trademark."

Russel B. Collins, Boston Accessories Manager, writes and says:

"If congratulations are in order, kindly accept mine and in turn impart them to the responsible parties for the wonderful insert card on HER HUSBAND'S TRADEMARK.

"The management, in the entire personnel, are exceedingly enthusiastic over this card and I am sure that the prevailing cry of the exhibitors will be, 'give us more like it.'"

Mr. Thorne is continually giving the field the best that is to be had for artistic layout n'everything and his work is that which requires speed, accuracy and technique.

Albany's Letter

FAMOUS PLAYERS - LASKY CORPORATION

Paramount Pictures - Artcraft Pictures



33 Orange Street
Albany, N.Y.



February 7, 1932

*From
John D. Howard
Exploiteer*

HIS TENTH CANDLES---

And many more birthdays to come---

Join the mass of exhibitors all over the country who will pay homage to Adolph Zukor March 5th to 15th.

REMEMBER THE DATES---

Millions of motion picture theatre patrons too, will take part in this great anniversary. Our tremendous advertising campaign in the local papers, and Saturday Evening Post is an invitation to all.

The table is set-----the candles lighted---and the feast of prosperity yours for the asking.

Come early- ----BOOK NOW.

Sincerely yours

FAMOUS PLAYERS LASKY CORPORATION

W. H. Kempner
Branch Manager



John D. Howard, Exploiteer at Albany, has saturated the entire territory with the above letter.

The get-up is unique and is a big factor in bringing the results which Albany claims will be record breaking.

H G BALLANCE

All of the salesmen exploitation manager and booker join me in the pledge for the month of March we will use every endeavor and exhaust every means at our command to turn in the biggest month's business we have ever secured

John D Clark Philadelphia

Accessories On Her Husband's Trademark!

Washington



W FOR WORK AND THE WILL TO WIN
A FOR AMBITION—TO WORK AKIN—
S FOR SALES BE THEY LARGE OR SMALL
H FOR HONESTY—BETTER THAN ALL
I FOR IDEALS WE STRIVE TO ATTAIN
N FOR NEGLECT—A THING TO DISDAIN
O FOR THE GRIT THAT WILL NEVER FAIL
N FOR TACT—WHEN MAKING A SALE
I FOR OBJECTIONS—TO OVERCOME
O FOR NERVE—TO MAKE THINGS HUM



Sold at the First Stop

Scott E. Chestnutt, from the Atlanta Exchange, and special salesman for "The Mistress of the World" in that part of the South, wires F. V. Chamberlin from Tallahassee, Florida, that he sold "The Mistress of the World" to the first town he visited.

The population of this town is only 2700, and we don't hesitate to say that Chestnutt secured \$140.

Many of the representatives attending the Chicago Convention will remember Mr. Chestnutt's inspiring speech regarding this production.

F. V. Chamberlin says Mr. Chestnutt's talk was one of the best he has heard in a long time, and that it went a long way in selling a number of the boys on the big possibilities of this production.

A Tie-Up On "Fool's Paradise"

One of the biggest national tie-ups ever offered in connection with the exploitation of a motion picture is that which has just been put over by the Publicity Department in connection with Cecil B. De Mille's picture, "Fool's Paradise."

The Publicity Department has arranged with the Max B. Sheffer Card Company of Chicago, novelty card manufacturers, for the distribution of 25,000,000 cards, exploiting "Fool's Paradise," as a package insert in a new candy bar just put on the market by the Oxford Candy Company of Oxford, Pa. The candy bar is known as the "Oh Poll Candy Bar," taking its name from the character played by Dorothy Dalton in the picture.

The action of "Fool's Paradise" is told in a series of eighty cards. On one side of each of these cards is reproduced a still from the picture, with a caption explaining the action. On the back of the cards is a brief sketch of "Fool's Paradise," giving the names of the players who have the leading parts.

In co-operation with our field force of exploitation men, the Oxford Candy Company is arranging a nation-wide tie-up between candy stores handling the Oh Poll Candy Bar and theatres showing "Fool's Paradise."

Make Use of the Ad

The Pittsburgh Exchange has utilized the proof of our Tenth Anniversary Ad to great advantage.

The proof is folded and on the back is written with the regular Famous Players-Lasky letterhead, a sales letter on why every exhibitor should get in on the ad on the reverse side of this paper.

This idea immediately gives the exhibitor a prospectus of the size of the ad and looks better than having it told to him.

It is indeed a good idea.

An Albany Trio



Left to right they are Miss Lillian Nachman, Assistant Booker; Miss Hannah Brummer, Secretary to the Booking Manager, and Marion Bullinger, Contract Department.

John D. Howard gives below a unique little poem about these three Albany lassies.

Three little girls all parked in a row,
 The more work you give them, the harder they go.
 One little girl has her booking to do,
 Eliminate her, and there's left only two.
 The Exploiteer calls, there's work to be done,
 And when she departs, there is left only one.
 The last of the trio—the only one known
 To handle a Contract Department alone.

PARAMOUNT PEP

"BUT ABOVE ALL THINGS,
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees
of the*

FAMOUS PLAYERS-LASKY CORPORATION

Its Contents are Strictly Confidential

PAUL L. MORGAN - - - - - Editor

Vol. 6 FEBRUARY 20, 1922 No. 33

Are You Up-to-Date?

HOW MANY THEATRES IN YOUR TERRITORY DO YOU FIND ARE PLAYING THEIR PICTURES DURING THE PROPER PERIOD AT OR AFTER RELEASE?

This question is of such extreme importance it deserves an answer not tomorrow or next week but **TODAY**.

The problem that confronts our distributing organization, in connection with exhibitors' bookings, requires immediate action in that we can only solve our revenue problem through consistent and intelligent analysis of booking dates.

Of first importance is the fact that your key points are or are not exhibiting our productions at release date. The mere fact that a theatre is designated as a key release point does not mean to say they are showing our productions on release date or at the time after release when they should be showing them.

In no way can exhibitors capitalize on the enormous expenditures of this Corporation for national advertising and exploitation as they can through showing our product at or immediately after national release.

Our Corporation is spending more than two million dollars yearly for the purpose of exploiting **PARAMOUNT PICTURES**, as well as to assist first run and key point accounts in the proper exploitation of our product to the public.

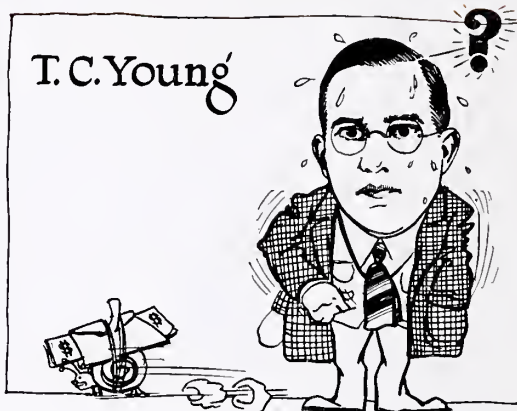
Our salesmen, in the majority of cases, are selling our product with this advertising and exploitation matter as an added incentive. Therefore, when a first run or key point account fails to book and exhibit pictures at or as near after release date as is possible, both the account and exchange fail to realize on our enormous investments by whatever percentage represented by the time lost between the point where bookings should be made and where they are made.

The same thing applies to subsequent run accounts. Regardless of the age of the service or of the type of production they are using, we

(Continued in next Col.)

Men We Know

T.C. Young



T. C. Young, known to his colleagues as "Ted," is a commuter between New York and somewhere. The somewhere might be any exchange in the country that might have negotiations for a new exchange.

Ted recently returned from a hasty trip to Omaha, Minneapolis, Sioux Falls and Chicago.

Once in a while Ted mislays his pocket-book and they tell us he had to walk the ties one night, but we are inclined to take issue with this remark, for Ted has too many friends in all the big cities who would not see him walk for the world.

H G BALLANCE

After the show you will find the required Zone find Quota balance
David Lake Albany

believe, without exception, it is an acknowledged fact that there are many theatres in each exchange territory that could be booked a great deal closer to release date than they are at present, if their possibilities were properly analyzed and each exhibitor were properly approached and sold as to his possibilities.

The real job that faces every booker and salesman is that of getting such added booking dates as are necessary to bring each account up to the point where they should be in their bookings. To do this it may be essential to make certain sacrifices on individual picture revenue, and when all is said and done, this should not be a hard task, because it is the exhibitor who ultimately receives the full benefit.

At the same time be careful of the real definition of sacrifice where revenue is concerned.

When the exhibitor is showing a Paramount Picture he is showing a real production. He knows it, his patrons know it and you know it.

Therefore, why not get one added picture per week out of each account that is back on releases and accomplish the one big thing that is going to stabilize our revenue and create a foundation that will insure the supremacy of our distribution?

Contracts + Play Dates = Cash

Ballance's War Order!

TO: Messrs. Smith, Buxbaum, Schaefer, Clark, Wallace, Mortiz, Kempner, Scates, Powers, Britton and Danto, et al.

HEAR YE—There recently breezed into the Home Office in true whirlwind fashion a young and ambitious gentleman from Canada, George Weeks by name. Also from the village of St. Louis (Missouri) one Gerald Akers.

Both of these gentlemen somewhere in the back of their subconscious minds conceived the idea that they could make a better showing for districts 2 and 3 in the United States for Paramount Anniversary Weeks than district 1.

Needless to state I realize that both of these gentlemen are sincere in the thought that inasmuch as they have challenged District 1 to make a better showing than districts 2 and 3 I am relying upon the respective Branch and District Managers in our Eastern Division to administer to the aforesaid presumptuous Weeks and Akers a thorough beating to convince them that they are only entitled to positions two and three in this contest where they rightfully belong.

I appreciate the fact that Messrs. Weeks and Akers have the right to challenge us, but for the glory of the effete East and the fact that we must maintain our supremacy I ask you men to see that these boys are relegated to positions two and three.

The aforesaid Weeks and Akers are full of confidence and feel that the Branch and District Managers in their respective districts are going to pull us from the proud position which we have attained by hard work and unceasing effort. I know that there is no possibility of their doing this if we are on our guard, but there is always the possibility that they might try to slip this over when we aren't looking. Therefore, I ask each of you men in the above indictment to see that nothing is put over on us.

I rely on you to deliver such a tremendous volume of business on our Anniversary Weeks that we will promptly and properly squelch any ideas that these gentlemen may have in the future that they can show more speed than we can.

H. G. BALLANCE.

Dated, City of New York, County of New York, January 26, 1922.

H. G. Ballance

H G BALLANCE

We wish to assure you that you will be entirely satisfied with the showing made by this office during the two week period

P J Swift New York

Alligators for Pittsburgh

Bill Robson, Exploiteer at the Pittsburgh Exchange, has done what they said could not be done.

When he told them he was going to import alligators from Jacksonville, Florida, to put over "Fool's Paradise," they called him crazy. However, they have changed their minds for Bill has received the six live alligators from Jacksonville and is going to use them in a lobby display on "Fool's Paradise" in Pittsburgh.

Bill also begs to state that any other exploiteer desiring to use these 18-inch jaw clappers need only to write to him and he will loan them.

Bang—400 Exploiteers

So that "The Mistress of the World" will be imbedded in the minds of every New Yorker, a large and interesting library was secured by Mr. Wylie, our office manager.

They were jacketed with "The Mistress of the World" cover.

Every employee in the home office received one of these with instructions from Walter P. Lindlar to read to and from business in the subways, trolleys, busses, etc.

After each employee is finished with their particular book, they may exchange with another.

This is great stuff, and catches the public eye.

PEP *W.H.*

If We Could All Have a Broncho



Recently Harry Buxbaum, District Manager at New York, took that peppy son of his they call "Broncho," to call on two wise exhibitors up state.

Before Buxbaum went into their office he promptly instructed Broncho to cry and yell his head off all the time he was in there.

The above picture tells the rest of the story.

Buxbaum says, "they got tired of hearing Broncho yell and they knew I would not leave until they had signed so that was the answer."

Cincinnati Exchange Stages Old-Fashioned Valentine Party

Special Representatives Kilfoil and Schuler and a Contingent of Merry-Makers from Indianapolis Exchange Add to Jollity of Affair.

By Samuel Cohen, Pep Staff Correspondent

It was glorious while it lasted! And it lasted 'til the wee hours of the mornin.' It was the consensus of opinion of all those present that the Valentine Party held in the Cincinnati Exchange on Saturday night, February 11th, was the "best show in town." There was more vim and pep in the sixty-five people present than in a hundred old men full of monkey glands—and more genuine, wholesome fun and humor than in a dozen Broadway musical comedies. It was this zestful spirit that prompted Special Representative Kilfoil to say that "the 100%, grade A, Paramount spirit so noticeable in the Cincinnati and Indianapolis Exchanges was undoubtedly the big factor to which the success of District No. 10 could be attributed." And Mr. Elder, our District Manager, who was unable to be on hand because of illness, wired Branch Manager Mike Hughes that "this get-together spirit of the Cincinnati Paramount family is most commendable and augurs well for the individual success of the employees as well as the office." What could be sweeter?

To the "victor belongs the spoils," and the entertainment committee which included Effy Ott, Mildred Kerr, Frances Brown, Irene Leake, Manuel Naegle and Sammy Cohen, goes all the credit for the conspicuous success of the affair. When you stop to consider that they transformed the film shipping room into a ballroom and the accessories stock room into a dining salon de luxe, it is obvious that they successfully put over a Herculean feat.

Messrs. Kilfoil and Schuler deserve a pair of celluloid hand-painted nose-glasses. They proved conclusively that they were as expert on the dance floor as they are in explaining that the only thing that stands between a "BB" and an "FF" is an "EE."

The program in music ranged from "The Sheik" to "London Bridge Is Falling Down," and the eats included ham sandwiches, cheese, pickles, potato chips, hot coffee, and frozen charlotte russes.

After listening to the enthusiastic comments of those who were there, we are now in a position to write a successful best-seller entitled "What Every Exchange Employee Wants." (Answer: More parties.)

Samuel Cohen

Simple But Effective

"Bozo" has done it again.

Al Boasberg, Exploiteer at Detroit, recently put over a little stunt with a telegram for Fred North, Branch Manager there.

The story goes this way.

He sent a postal card to the manager of the Western Union Telegraph Company in every town that had not as yet booked "Saturday Night," and told them to call at the local theatre, give the name and ask for a telegram from the Famous Players at Detroit.

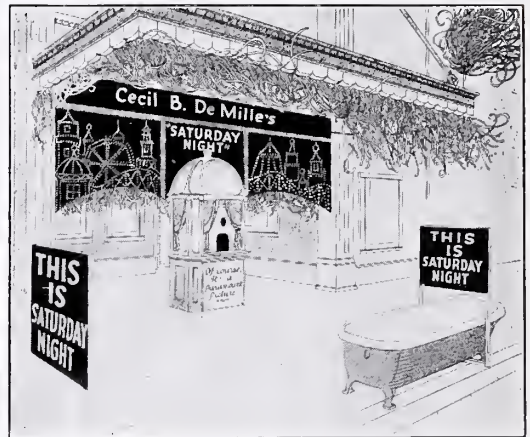
A letter with a telegraphic blank directed to our exchange in Detroit read: "Will play 'Saturday Night' (insert dates here) also rush contracts set price."

All the exhibitor had to do was to fill in the dates and hand it to the telegraph boy when he arrived.

Did this prove effective?

We'll say it did.

Sell 'Em This



This is an idea for a lobby decoration on "Saturday Night."

This idea found its origin in "Walt" Lindlar's office not long ago and can be carried out very effectively by the small town exhibitors especially.

They should have no difficulty in securing bath tubs.

As to the Coney Island effect on either side of the box office, that is done merely by perforations on either black paper or cloth having the lobby lighting behind it which gives it the proper effect from the street.

H G BALLANCE

You can bank on Virginia coming through strong for Paramount anniversary weeks I as your representative pledge my utmost efforts to bring home the bacon for the Ballance team

Joseph Rothman Washington



the exploiteer tells me *~*~*

This Week's Sick List:

Fred Greene and a bad tooth.
Slad and a bad cold.
Emo Orowitz and a case of nerves.
Nan Weissberg and a bum side.
Hilda Roth, ditto.
Both were skating.
Ken Renaud and extreme taciturnity.

Bob Gary has sold The Wisconsin News, Milwaukee, a slogan for the town: "If You Believe It, It's So." The identity of the title of Thomas Meighan's picture is a coincidence, of course. Bob's talent as a cartoonist is useful because he supplies The News with a daily sketch illustrating the slogan.

Which reminds us that Rick Rickertson took a fall out of Salt Lake City Rotary Club, selling them the slogan, "Prosperity Is 'Just Around the Corner.'" Another coincidence was the title of the program at the Paramount-Empress Theatre.

"The Whistle," "Get Rich Quick Wallingford," and "Don't Tell Everything" exploiteers are "coming up."

Dan Roche bows his head in shame. Somebody lifted his gold watch.

The boss ought to be back in two weeks, now.

A-Mike Vogel's letter this week beat Al Boasberg's all-to-hollow. The jester's scepter is hereby returned to the St. Louis exploiteer.

Three noms de exploitation have been officially adopted: Al Boasberg, Bozo; Arthur M. Vogel, A-Mike; and Leon J. Bamberger, Bam.

The exploiteer announces with profoundest regret the death of Harold Horne's mother, which occurred in Boston. His brother exploiteers feel with him in his bereavement.

It's Old But It's Good

so said the fable long ago—



IT isn't the occasional spurt which brings us to success, but steadily, always pushing ahead

In the Cold Regions



Nat Lavant

Friends, meet Nat Lavant, a real lively Canadian pepper. Nat, who was formerly accessories clerk at that exchange, now holds the rank of booker, having been promoted recently.

The "Big Town" News

The latest to join the stenographic force at the New York Exchange is Miss Muriel Luftig, who has a desk in the Accounting and Auditing Departments.

Miss Luftig reports that she likes her work very much and that she is already feeling at home in her new position.

There is no doubt but that the new telephone operator at our New York Exchange has a most pleasant voice, as everyone having occasion to hear it will testify.

She is Miss Minnie Niemann, and comes from the Chicago office, where she held a similar position.

A record in folding one-sheets was established by our expert, George Belzer, of our Poster Department. He recently accomplished the miraculous feat of folding one hundred one-sheets in five minutes, and "Georgie" feels so confident that he has fearlessly announced he will accept any challenge from similar experts.

Edward Moeller, popularly known as "Eddie," is another coming from the Realart Accessories Department to the same Department at our Exchange.

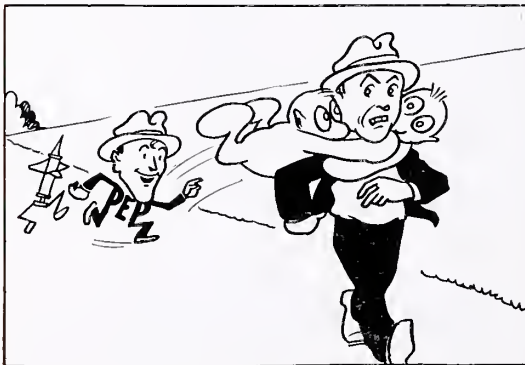
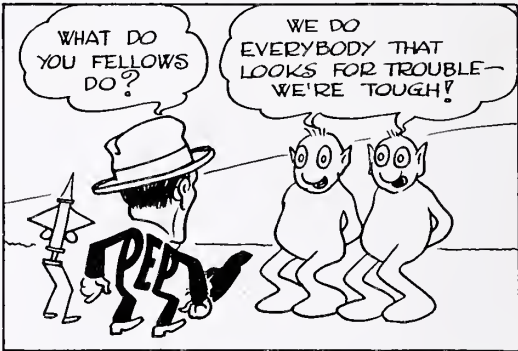
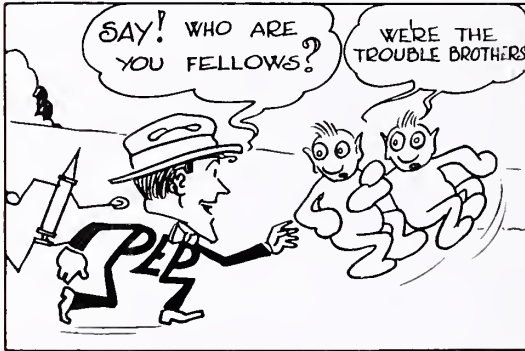
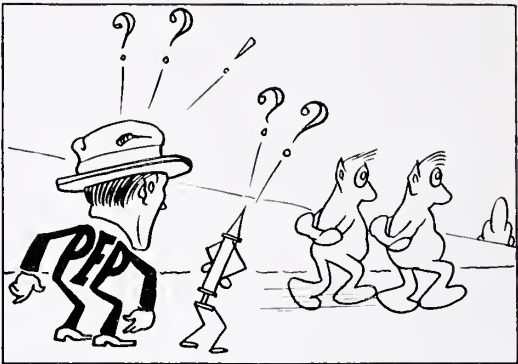
It can be easily noticed that Eddie already feels very much at home, and does his work with a will.

From the used-to-be Realart personnel comes Evelyn Lang, as smiling a Miss as ever kept a typewriter and shorthand in action, and she is now truly "one of the gang."

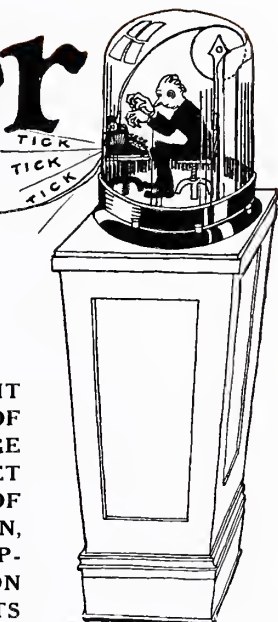
The Poster Department welcomes a new Accessories Clerk in the person of Miss Stella Kichen, formerly a St. Louis "hello girl."

Miss Kichen is now familiarizing herself with the various details of that busy department, and is also "getting acquainted."

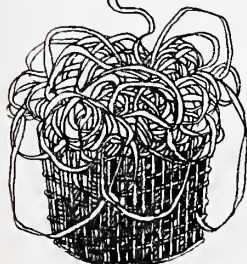
Boys--You Can't Down Him



Pep's Ticker



ADOLPH ZUKOR AND S. R. KENT VISIT 'FRISCO . . . SNOW AGAIN AND LOTS OF IT . . . PARAMOUNT BALL TO BE HUGE AFFAIR . . . DON'T FORGET THE BOOKLET ON TWO HUNDRED THOUSAND MILES OF ENTERTAINMENT . . . JULIAN JOHNSON, NOTED PHOTOPLAY AUTHORITY, APPOINTED TO HIGH EXECUTIVE POSITION BY MR. LASKY . . . BILL ROBSON GETS ALLIGATORS FROM JACKSONVILLE, FLORIDA . . . SEE STORY . . . BOYS ALL OVER THE FIELD SIGNING THEM UP ON "THE MISTRESS OF THE WORLD" . . . PARIS GOES IN FOR EXPLOITATION . . . STORY NEXT WEEK . . . NEW YORK STATE EXHIBITORS' CONVENTION AT ALBANY A ROUSING SUCCESS . . . WATCH FOR OUR "TEN YEARS AGO" ISSUE . . . KEEP YOUR EYES OPEN ALSO FOR OUR PARAMOUNT CLUB COLUMN . . . JOE LEVEE FROM NEW YORK EXCHANGE TRANSFERRED TO CHICAGO OFFICE FOR SPECIAL SALES WORK . . . WHAT'S THAT? . . . OF COURSE THE TENTH ANNIVERSARY BALL TO BE GIVEN BY THE H. O. PARAMOUNT CLUB . . . ED KING, OF PRODUCTION DEPARTMENT, BACK ON THE JOB AFTER SLIGHT ATTACK OF LA GRIPPE . . . WE'RE ALWAYS GLAD TO SEE ED AROUND THE OFFICE AS HE ALWAYS HAS A GOOD WORD FOR EVERYBODY . . . AUSTIN PARKER JOINS OUR PUBLICITY STAFF—WE EXTEND A HEARTY WELCOME TO MR. PARKER AND KNOW HE WILL ENJOY OUR LIVELY FAMILY . . . SOUTHERN EXCHANGES HITTING THE HIGH WATER MARK ON ACCESSORIES SALES . . . SEE STORY . . . WE ARE STARTING A NEW COLUMN, "THE EXPLOITEER TELLS ME" . . . FOLLOW THE EXPLOITEER THROUGH THIS COLUMN . . . THAT DETROIT PARAMOUNT PEP CLUB IS A LIVELY BUNCH . . . WHAT'S THE MATTER WITH THE EXCHANGES THAT HAVE NOT AS YET FORMED THIS CLUB . . . IF YOU DON'T THINK IT IS GOOD ASK THOSE WHO HAVE ONE . . . SEE YOU NEXT WEEK.



If You Leave It Until Tomorrow—

Notice

In last week's Pep we stated in an article headed "Tell 'Em About This," that the run on the small booklet entitled "Two Hundred Thousand Miles of Entertainment" would be five million.

Mel Shauer, Accessories Manager, advises us that we can only secure three million.

PEP *W. H. H.*

DETROIT EXCHANGE

Correspondent—Al. Bousberg

By Bozo

Oh, what a bee-hive of industry this exchange is; not a drone in the bunch, and the hearty co-operation and wonderful spirit of fellowship is a revelation.

Meet Charley Kane, a Detroit exhibitor, who is so set against "double bills" that he won't even accept an invoice in duplicate, and hated to show a HART picture 'cause Bill plays a double role. He says that is a "Double Bill."

Jack Ryder came breezing in from the Chicago conference on "Mistress of the World." Ye Gods—that man is pepped up, and rightfully so. Rumors persist around here that Jack sold the picture to the conductor on the train, just for practice.

"Cliff" Plank reports calling on an exhibitor and was told that he was out on the lake, fishing through the ice. Cliff walked out and after a search through a hundred little fishing shacks, found his man, huddled over a little hole in the ice, fishing. When Plank spoke with him about "The Call of the North" he replied: "Folks around here don't like that frozen North stuff." Cliff just sighed, peeked around at the little city built on the ice and said, "Let me hold your line while you sign." "Call of the North" plays there next week.

One exhibitor just writes in: "I only regret that I have but one screen to give to Paramount."

W. H. H.

H G BALLANCE

You have my assurance that I will exert my utmost efforts to make a very creditable showing for Philadelphia during the whole of anniversary month we are aiming at last Paramount week for weeks of March sixth and twentieth

Earle W Sweigert Philadelphia

From Canada



On the left we have Eddie Rosecan, special salesman from the Toronto office, and Ernie Whelpley, salesman out of St. Johns Exchange.

Eddie Rosecan recently received some gum drops at the convention there and they were termed as a box of Alaskan currency.

Ernie Whelpley shakes a wicked pair of boats on the dance floor.

H G BALLANCE

Will do all I can to make Zone six lead the territory for the whole month of March

E E Sutton Philadelphia

NEW ORLEANS EXCHANGE

Correspondent—J. R. Mac Eachron, Jr.

We just received a supply of "PEP" and in it we notice a lot of "BIRDS" are getting a whole lot of advertising, you know, letting us know how good THEY ARE and what THEY are GOING TO DO and WE want YOU to know that WE are just as PEPPY as they are and then some. WE haven't advertised the fact but WE ARE DOING and expect to continue doing even tho OUR territory isn't the best in the world at present. OUR hats HAVE been in the ring a long time and we expect to show a good increase during the season of 1922— Tell 'em all to keep their eyes on New Orleans— That's us all over— Mr. Peppy Wilkes, and his Peppies extend regards to all.

That ain't all, we have a former Realart salesman, with us now going under the title of W. E. Evans, and you won't be able to see him for the dust when he gets started. SOME BOY. Knock 'em dead and bring home the bacon, that's him.

Wish to call your attention to our booking department. Ladies and gentlemen allow me to present Mr. Jos. Fabacher and Mr. Victor Maurin, booking clerks deluxe. Mr. Fabacher was formerly with Realart and Mr. Maurin, Paramount, plus the combination equals 100 per cent.

Folks, meet two young "Peppies" of our contract department. Miss "Biddie" Davis, and Miss Mary Exterstein. What it takes to get out contracts these girls have. "Speed" is their middle name and contracts can't come in fast enough for them. These girls may be little but oh boy, they are hounds for work. They just eat it up.

You Won't Have It Today

Paramount Club News

First of all, we must tell you that it would be impossible to crowd into space the details of plans for the huge Tenth Anniversary Ball to be given by the home office Paramount Club, and to be held at the Commodore Hotel, Friday evening, March 31st.

As Walt. Lindlar says, all the real stars of stage and screen will be there.

If any of you contemplate being in town that night, get in touch with Alphabet Frawley for your tickets.

That Pittsburgh Paramount Club certainly keeps things going for its members. Their latest and the biggest event yet staged, was a Valentine party at the exchange on February 11th.

The exchange was beautifully decorated and the crowd danced to wonderful music furnished by an eight-piece jazz orchestra.

The Projection room was the banquet hall, and the refreshments consisted of the usual bill-of-fare featuring hearts n'everything.

The committee that worked so hard to make this event the success that it was, was composed of the Misses Helen Lowitz, Ray Lefkovitz, Marcella Schuck, Anna Cohen, Anna Polach and Anna Kearns.

The Chicago Paramount Club will have its first big dance on February 27th. It promises to be a big affair and tickets are going fast.

The Misses Beck and McClanahan have done great service selling the tickets and getting up the programme, while Sol Bragin has spent all his spare time arranging other details.

The dances are coming thick and fast, folks.

The Detroit Paramount Club held its dance last Saturday, February 18th, at the LaSalle Gardens.

They used a radio outfit to let the outside world hear the melodious strains of a real orchestra.

This will give the exchanges that have not as yet formed a Paramount Club, a faint idea of what they're missing.

If you want to form a Paramount Club, write the editor and he will tell you all about it and send you a model constitution and by-laws.

H G BALLANCE

Bookings department Buffalo Exchange pledges one hundred percent effort securing maximum rentals every Zone anniversary weeks and months March should have one hundred percent realization

Earl R Brink Buffalo

A French Paramounteer



M. Maurice Orientier

This is Mr. M. Maurice Orientier.

Mr. Orientier is General Secretary for our French organization and occupies his office in Paris with Mr. Osso, the manager.

Mr. Orientier has had wide experience as an ex-administrator for financial and industrial enterprises thruout the continent and is well qualified as General Secretary for our French organization.

H G BALLANCE

Booking department exerting every effort in order to make March the biggest month in the history of the organization working night and day and will leave nothing undone to assure the biggest success

E E Shinn Washington

SALT LAKE CITY EXCHANGE

Correspondent—M. C. Burles

Mr. Frank Smith, salesman for Zone 1, is the proud father of a second Gloria Swanson and already he claims that the baby has become a Paramount booster. He says that the first thing it learned to say was: "If it is a Paramount Picture it is the best show in town."

Mr. L. J. McGinley is also the proud father of a baby girl who he claims will some day outshine the record made by Agnes Ayres.

And to top it all off, we have a brand new office manager who arrived at the home of Clarence Key, present office manager, last week.

I would state that we are getting 100% co-operation from the office in general, judging from the foregoing report.

The entire office force congratulated Mr. Murphy, head booker, on his success in winning the prize of the gold watch for Paramount Week's best booker. Mr. Murphy will tell anyone the time now.

Altho this may seem like a message from the dead, we assure you that we are still the same "peppy" Salt Lake office.

St. Louis Loose Leaves

By A. Mike Vogel

Miss Della Tadlock, better known as "Tad," caused all flags to be half-masted due to her absence with a cold from the exchange for a day.

John Koenig, our office manager, has a sore arm. He bowled 1009 for five games a few nights ago, and aforesaid sore arm comes from the congratulatory handshakes from everyone along the Row. Someone said he became so proficient throwing things at his missus, but don't let 'em kid you, John. We know the truth.

Lots of visitors from the South. Most of the Wilkes clan stopped in to say "how" and to visit with Brother Bert. Leading the parade are Brothers Leslie from Dallas, Tex., and Brother Harold from N'Awluns. Tom Bailey, of Bailey, Bailey County, beats the bass drum from Oklahoma City. These lads are well known helpers of Mr. Lynch, all being Branch Managers. Glad to know you, pardnuhs,—set awhile.

Jess McBride, erstwhile booking manager, is going back on the road. Al Tanner, formerly with Realart in K. C., goes to the books in his place. The exhibitors will now sing, "Here Comes the McBride."

Bob Shuler, one of Mel Shauer's staff, left us last night to give the bunch at Indianapolis a chance to pave the racetrack for the Decoration Day setto. He says that he'll be back. Well, if he don't, lots of these St. Looie babies will be wearing the weeping willow. Come back, you heartbreaker.

Frank Rice doesn't stick at his desk all the time. Last week he went up to the Missouri Theatre and sold them ten thousand rotogravures on "Forever." That's a big-time order, and Frank gets a big-time spot. That's a kid.



Toronto Ticker

By Bam

Had the pleasure of meeting Jack Tillman, formerly of the Toronto First National exchange, who is leaving here Sunday to become a Paramount Sales Representative at the Denver office. Here's a lad who wears the smile that won't come off, who radiates pep and personality, and if he don't make things hum around Denver, we are a poor judge of men.

Monday we had our first screening here for the entire force, at 7:30 P. M. Capacity business prevailed. Three Paramount Pictures were enjoyed, namely, "Find the Woman!" "Moran of the Lady Letty," and Ethel Clayton in "Her Own Money." These Monday night screenings will be a regular feature hereafter.

ALBANY EXCHANGE

Correspondent—L. Nachman

Miss Bullinger, our contract clerk, was out a few days. Grippe is again claiming Albany, only it didn't stay long with Miss B. We had her back here in two days. That's the spirit to take; fight it every time it comes.

Here is something that one of the girls gave me. If you think it appropriate, you can use it: Bernard Shaw's clever play "Arms and the Man," is to be revived in London. When this play was first produced it made a tremendous hit. The audience called for the author, insisting that he appear before the curtain. Bernard Shaw, despite his protests, had to come to the footlights and bow to the spectators.

He was about to withdraw when a voice from the gallery shouted: "A rotten play."

Shaw smiled, looked up in the direction of the offender, smiled and remarked: "I agree with you absolutely, but what can we do? Here are the two of us against this crowd. We could never in the world succeed in making our opinion prevail."

H G BALLANCE

Bet the limit Zone three producing
greatest monthly revenue during March
N B Freeman Albany

WASHINGTON EXCHANGE

Correspondent—Max Goldstein

Our genial District Manager, "Bill" Smith, is reported to be "under the weather" at his home in Newark, N. J. We hope for Mr. Smith's rapid recovery.

Manager "See-See" Wallace seems highly impressed with the aggressive attitude displayed by Bookers Shinn and Weiman and Mrs. Simpson. Time means nothing to this trio, who are at work day and night.

"This snow storm is about as welcome as a run in my stocking," Miss Ruth Schwartz was overheard to remark recently. We all giggled.

Don't Tell Everything," but Les Whelan, exploiteer, put over "The Sheik" at Piedmont, W. Va., last week and got "Rent Free" during his stay there. "If You Believe It, It's So."

After the heart-to-heart talk Manager Wallace gave the salesmen Saturday, it is expected that Anniversary Month will go over with a "bang" in the Washington territory. "When you go to bed at night, dream of play dates and GET 'EM," marked the closing phrase of Mr. Wallace's talk.

PITTSBURGH EXCHANGE

Correspondent—Bill Robson

Mr. H. A. Rose, our District Manager, and Mr. Claud Saunders, Manager of the Division of Exploitation from the Home Office, were the honored guests of the exchange last week.

Mr. Allison is back from the "Mistress of the World" convention and is all full of ginger and pep. His contact with the big executives there was a great inspiration to him.

Mr. David Kimmelman traveling in West Virginia territory was quite proud to see his message to Mr. Weeks selected for publication in PEP.

Mr. A. R. T. Young has been commuting between this and the Cleveland exchanges in connection with his work as traveling auditor.

Our exchange wears quite a different complexion since the addition of the Realart equipment.

Moran and Stuve had a very pleasant and profitable trip last week. One of the important industrial towns they visited was Johnstown. If they had listened to Mr. Exhibitor they would not have had the heart to allow him to sign a contract, but after seeing the smoke coming out of the smoke stacks and making inquiry about business, they were fortified for the big business they secured.

Eddie Fontaine is happy. His wife and baby are over in Pittsburgh.

Anna Kearns in the Inspection Department says she is not losing weight. In fact, she is holding her own.

Winnepeggers



On the left you see Miss Hetherington, our accountant at the Winnepeg office, and Mr. Kershaw, one of their favorite exhibitors up there.

Miss Hetherington says he pays his bills n'everything.

H G BALLANCE

I take this pleasure of advising you that I am fifty points over my quota for Paramount anniversary weeks and still going strong

W G Roosevelt New York

H G BALLANCE

At this time wish to go on record in stating that our anniversary weeks March 5th to 19th will break all records heretofore set by the New Haven Exchange.

H G BALLANCE

Am with you one hundred percent in anniversary weeks drive and have every assurance my Zone will deliver its quota
K G Robinson Boston

H G BALLANCE

All indications point revenue booked in March to exceed anything accomplished heretofore

H Germaine New Haven

H G BALLANCE

Will offer no alibis if Zone one fails to hit mark

Lester S Tobias New Haven

CHICAGO EXCHANGE

Correspondent—Dan Roche

Lionel Barrymore is in town playing "The Claw" and phoned to "Boomerang Bill" Hamm, head booker, last week asking for permission to see the Cosmo picture "Boomerang Bill" in which he starred. Barrymore had not seen the picture in its entirety and of course Hamm, being an accommodating soul, arranged a showing for him. At the appointed time Lionel arrived accompanied by his wife, Doris Rankin, and Irene Fenwick. As Barrymore timidly entered the door of the outer office, Jack Wolfberg, knowing that Hamm had arranged the showing and being exceedingly anxious that the Barrymore party should have attention, looked around and not seeing Hamm, immediately shouted: "Hamm—Hamm," at the top of his voice. Barrymore eyed Jack for a few moments and started to beat a retreat until he remembered who Hamm was.

"The Paramount Five" bowling team, composed of Herb Given, Otto Bolle, Harry Manning, Herman Busch and Bill Washburn, is setting the sporting world afire with its achievements, having defeated all comers in Saturday afternoon matches. A special showing for the "booby" prize is being arranged between Dan Roche and Lou Goldberg—this should bring out a crowd.



The Fitzmaurices in Italy



This is a recent photo of Mr. and Mrs. George Fitzmaurice, taken on the terrace of the hotel at Sorrento, Italy, where Mr. Fitzmaurice and his company were making "The Man From Home."

Mrs. Fitzmaurice, perhaps better known as Ouida Bergere, adapted this novel for the screen.



Sweet Seventeen



Agnes Ayres

This is Agnes Ayres at the age of seventeen.

When Miss Ayres saw this photograph she said, "my, how funny it looks to see the big hat and plumes."

To which Jack Holt replied, "but not half so funny as when I used to wear peg-top trousers and the long coat."

An Ideal Pair



Gloria Swanson and Rodolph Valentino wearing 18th century costumes in Gloria Swanson's latest starring production, "Beyond the Rocks" written by Elinor Glynn, prove an ideal male and female lead for any picture.

It would be putting it mildly to say that Miss Swanson appears most beautiful in this production and Valentino handsomer than ever.

Couldn't Be Done: So He Did It

Somebody said that it couldn't be done

But he, with a chuckle replied,
That "maybe it couldn't" but he would be one
Who wouldn't say so till he tried.
So he buckled right in with a trace of a grin
On his face. If he worried, he hid it,
He started to sing as he tackled the thing
That couldn't be done—and he did it.

Somebody scoffed: "Oh you'll never do that!
At least no one ever has done it,"

But he took off his coat and he took off his hat
And the first we knew he'd begun it.
With the lift of his chin, and a bit of a grin,
Without any doubting or quiddit,
He started to sing, as he tackled the thing
That could be done—and he did it.

There are thousands to tell you it cannot be done,

There are thousands to prophesy failure;
There are thousands to point out to you one by one,

The dangers that wait to assail you.
But just buckle in with a bit of a grin,
Then take off your coat and go to it.
Just start into sing, as you tackle the thing
That "cannot be done" and you'll do it.

Herbert Guest.

Production Activities at Lasky Studio

By Shirk

Two big sets in one day is something of a record even for a George Melford production. That's what he used, however, for "The Cat That Walked Alone" the other day. One set was a massive interior showing a baronial castle with the trophies, suits of armor, etc., and handsome furnishings. The set occupied half of one of the big stages. On stage 4, the largest glass-roofed stage in the world, was the other set, an enormous ballroom.

Dorothy Dalton is the featured actress in the production and Wanda Hawley and Milton Sills are in important rôles. Miss Dalton appears in a blonde wig, which becomes her exceedingly. The picture is an adaptation for us by Will M. Ritchey. The story is by John Colton.

Paul Powell started production of "The Ordeal" the other day with Agnes Ayres starring. This is an adaptation by Beulah Marie Dix of one of the most striking original stories that has been obtained in a long time. It is by W. Somerset Maugham, the famous British writer, who was at the Lasky studio for several weeks last year for the purpose of studying screen technique.

Gloria Swanson has finished "Beyond the Rocks," Elinor Glyn's book which the writer also supervised. Sam Wood directed. Rodolph Valentino was leading man. Miss Swanson next will do "The Gilded Cage" and Sam Wood is again to direct. Elmer Harris is supervising writer of the Swanson productions, starting with the last named.

Fred Niblo, who directed "The Three Musketeers" and "The Mark of Zorro" is to direct "Blood and Sand," starring Rodolph Valentino. This is the announcement by Jesse L. Lasky. June Mathis, supervising writer, is making the adaptation of Ibanez' book. Here's the lineup—and it is some lineup, we'll say:

STAR

Rodolph Valentino, who made his greatest success to the time, in "The Four Horsemen of the Apocalypse."

DIRECTOR

Fred Niblo, who directed two great successes, "The Three Musketeers" and "The Mark of Zorro."

AUTHOR

Blasco Ibanez, famous Spanish novelist, author of "The Four Horsemen of the Apocalypse."

SUPERVISING WRITER

(Adapter)

June Mathis, who adapted "The Four Horsemen of the Apocalypse."

And there will be a cast of the utmost strength in the various colorful rôles of this splendid story.

Jack Holt and Bebe Daniels are down in Arizona, getting scenes for "Val of Paradise," which Joseph Henabery is directing. Jack took along his famous jumper, "Robin Hood," for he has to make a six-foot jump over a stone barrier on horseback. This story is by Vingie E. Roe, and Will M. Ritchey translated it to the screen.

Wallace Reid will start soon in "The Dictator," with James Cruze handling the megaphone. This is Richard Harding Davis' play in which Willie Collier starred on the stage and has been adapted

In Italy



When George Fitzmaurice and his company were at Sorrento, Italy, making "The Man From Home," the cameraman snapped Anna Q. Nilsson and Jose Rubens, both of whom take important parts in this production.

Unique Idea



Constance Binney

Constance Binney, one of our popular little stars, finds other uses for fans than to shoo flies. It is the fan-shaped mirror which is a feature of her dressing room.

Miss Binney is wearing an exceptionally pretty Japanese kimono in this picture.

by Walter Woods. It is a ripping tale of South American revolution and the star part gives Reid a dashing, romantic character to portray. Lila Lee is the leading woman.

Betty Compson and Tom Moore are still up in Truckee for Penrhyn Stanlaw's production of "Over the Border," by A. S. Le Vino, from the story by Sir Gilbert Parker. Betty writes she'll be glad to get back to the studio.

Sleep—Eat—Drink—Talk—Yell—Paramount



The Pepville Gazette



Vol. 6. No. 33

MONDAY, FEBRUARY 20, 1922

Price: We'll Take Your I. O. U.

THE PEPSVILLE GAZETTE

PUBLISHED WEEKLY

Entered at the Postoffice through the Mail Slot

Editor's Office:

Refer to a Mr. Wylie

Weather—

All Kinds—What'll You Have?

Motorists' Epitaphs

This monument's
For Jackson Druck;
His Lizzie was lighter
Than the truck.

Hay Fever

Customer (to bootblack)—
"Is your father a bootblack,
too?"

"Naw, he's a farmer."

"Oh, I see. Your father be-
lieves in making hay while the
son shines."

Emergency Call

"Is this the Fire Depart-
ment?" yelled the excited pro-
fessor of chemistry over the
telephone.

"Yes," answered a voice.

"What do you want?"

"How far is it to the nearest
alarm box? My laboratory is
on fire and I must send the call
in at once."

Nearly Forgot Him

Prosecuting Attorney (to op-
ponent)—"You're the biggest
boob in the city."

Judge (rapping for order)—
"Gentlemen, you forget I am
here."

Why Not

"You keep your office as hot
as an oven."

"Well, why shouldn't I? It's
where I make my daily bread."

Equipment

"Rastus, I's gwine get rich.
I's done bought me some stock
in a nut factory."

"A which kind of a factory?"

"A nut factory, which sells
de meat of pecans, almonds and
sich, already cracked an' picked
out. This heah company gwine
save money with a new labo-
saving device which de pro-
motah done tole me about. De
nuts am gwine be cracked by
trained squirrels which don't
charge no wages."

"Is this heah company al-
ready licensed, established an'
ready fo' bizness?"

"Yeah, praktikally-all 'cept
trainin' de squirrels."

Barber Shop Chord

"Your father is quite bald.
Isn't he?" said a man to the son
of a millionaire.

"Yes," replied the youth.
"I'm the only heir he has."

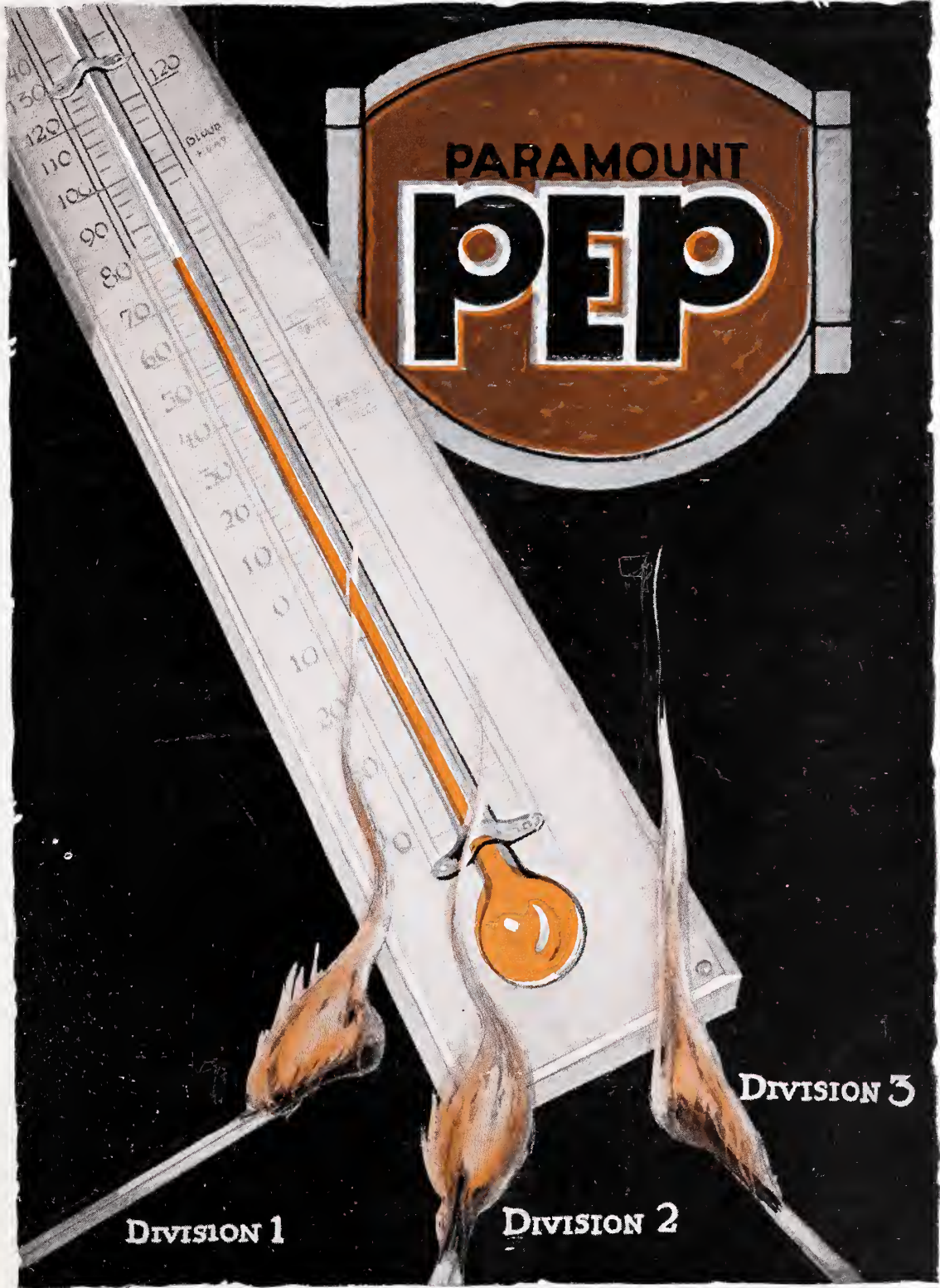
LAST MINUTE NEWS

THE BEST YET ON ADVERTISING ACCESSORIES . . .
"HER HUSBAND'S TRADEMARK" . . . SEE THEM.

MESSRS. WEEKS, BALLANCE & AKERS EACH CLAIM
VICTORY AS DRIVE PROCEEDS

A Hunting We Will Go





Will They Break the Thermometer ?

And Watch That Basket

Div. 1 and 3 Please Note

My dear Mr. Weeks:—

If you were as sure of going to heaven as Division No. 2, is of coping final honors, you could order your robes right now.

If every theatre in Michigan were closed; if the sheriff grabbed all of our prints; if all of our office help went on a strike, and they barred motion pictures from being shown in this territory, our Sales Department would still roll up more revenue selling slides than the "Off Balance" or the "Aking" Division will from the sale of pictures. In other words, my gang tells me to tell you that if you can place a bet at "485," that Division No. 2 will sell more pictures accidentally than the other Divisions will sell on purpose, and we will take any part of the bet and start spending the money now.

With sincerest condolences to Messrs. Akers and Ballance on the death of their fondest hopes, I am,

Sincerely yours,
F. E. North.

Manager

On Behalf of the G. G. G.

(GO GETTER GANG)

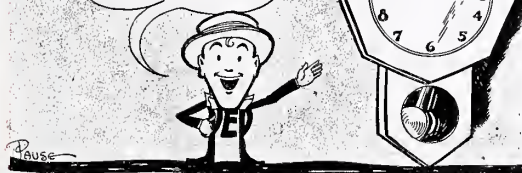
GEORGE WEEKS

If Division Two isn't on top and if Milwaukee doesn't play a big share in putting Division Two on Top I too will feel like a bum and I want you to be off of me for the rest of our natural lives

MILTON M HIRSCH
Milwaukee

You Tell 'Em, Pep

A SALESMAN WITHOUT
KNOWLEDGE OF PRODUCT
IS LIKE A CLOCK WITHOUT
HANDS -
USELESS IF HE GOES
AND USELESS IF HE
STANDS!



This surely is a great little sermon and there is so much truth in it that Pep suggests you read it over more than once.

A Canadian Manager



William Hanscher

This is William Hanscher, Manager of the Vancouver office, who last year conducted the most successful branch in Canada.

In proportion to his possibilities, Mr. Hanscher had the highest average rental and the lowest operating expense of all the Canadian offices.

More power to Mr. Hanscher.

With the Accessories Boys

The Boston Exchange during the week ending February 18th, sold 2225 window cards. This is the largest sale of window cards by one Exchange during any week which has been reported to us in many moons. Compliments are due to the Boston Accessories Department which is headed by Mr. R. P. Collins.

Boston also has just placed an order for 500 14x36 insert cards on "Her Husband's Trade-mark," for the Olympia Theatre, Worcester, Mass. This is the largest sale of insert cards on any one production to any one theater ever put over.

Our Southern Exchanges have been turning in some very creditable accessories sales during the past few weeks.

In two successive weeks out of the last three the sales of the Atlanta Exchanges exceeded \$2200. The Dallas branch has been clipping along at an average of about \$1500.

Oklahoma City has turned in an average of above \$1100 during the same period.

New Orleans runs about \$900 and Charlotte about \$600 weekly average.

Looks like they are preparing a regular 10th Anniversary. The boys down South seem to be vying with each other for the best results.

A word of commendation is entirely in order.

Bux Says:

Dear Mr. Ballance:

With reference to your wire regarding our district delivering the greatest amount of business for the coming month of March, kindly be advised that we always do this and when March is over you will wonder where we got the business from.

I would like very much to have you publish this for I do not want to hurt the feelings of all other District Managers. But, the truth will out—April 1st, will find that this district has done a great deal more business than the district ever did before.

H. H. Buxbaum,
Dist. Mgr., New York.

PARAMOUNT PEP

"BUT ABOVE ALL THINGS,
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees
of the
FAMOUS PLAYERS-LASKY CORPORATION
Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 6 FEBRUARY 27, 1922 No. 34

The Stepchild

The utter lack of confidence that is evident in the consistency of the Realart product, has unfortunately in many cases placed it in the class with the red-headed stepchild.

We are not taking a wild step into this statement, but are making our remarks after a careful analysis of sales on the Realart product that we have taken over.

When we say "taken over" we mean a part of the Paramount product.

There is a tendency of many thruout the organization to play all kinds of tricks with the Realart line-up.

Realart (now Paramount) pictures carry a real honest-to-goodness consistent appeal and where you are unable to get the proper revenue due us on certain Paramount pictures, it is a gross injustice to yourself, the product and the organization to force on the Realart product "cut off" or "reduction" for the sake of sticking to the schedule on a Paramount picture.

This may not seem a big item to the individual but you would be amazed if you were to see the revenue which is practically lost on non-concentration in real selling of each individual production on the Realart program.

The very fact that Jim Jones in Podunk thinks that \$200 on Anatol is too much, does not necessarily specify that in order to hold on to your schedule you must sell this at \$200 and give him a \$100 Realart picture for \$25.00.

Your injustice comes in right here:

First of all you lessen your ability as a salesman in the mind of the exhibitor.

Second, in obtaining your schedule on Anatol you have only done what you are supposed to do.

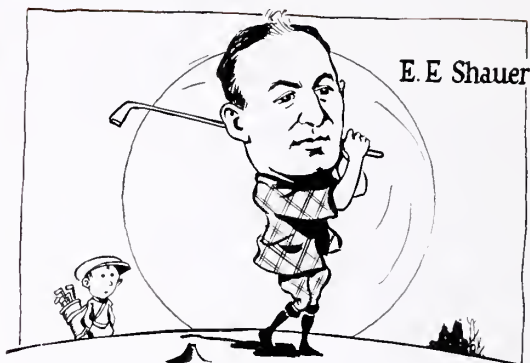
Third, you have clipped \$75.00 off your schedule on the other Paramount picture, and—

Fourth, you have to do some tall hopping to get the schedule from that particular town on any of your future trips.

Last of all many are forgetting that we have any Realart pictures at all and being so engrossed in the selling of the Paramount product, have, in the shuffle, forgotten to sell our Realart productions.

Don't forget; they are all Paramount pic-

Men We Know



Now that nice weather is coming around (we hope it will stay) E. E. Shauer, Manager of our Foreign Department, will soon be polishing up his sticks and preparing to shoot a mean game of golf on the links.

Paramount Strong in Europe

J. C. Graham, Managing Director, in a Letter to E. E. Shauer, General Manager of Our Foreign Department, Gives Concrete Facts of Our Progress in Europe

John C. Graham, Managing Director of our organization abroad, recently returned there after a visit with Mr. Shauer at the home office in New York.

"After a careful analization of distribution on the continent of Europe, and the British Isles," Mr. Graham said, "plans under which we have launched and operated our business here have shown a very satisfactory materialization during the Christmas season just passed. This season being a hoodoo for lack of results to our motion picture distributors, loomed up for us most successfully and it was gratifying to me to look over the report and find that we had actually played and charged out the heaviest amount of weekly business in the history of this company over this period."

"Another thing which was very forcibly impressed upon me was the many statements which I received personally from trade journal editors and exhibitors as to the strong confidence which they place in the operations and activities of our organization."

"The culmination of our several years work," continued Mr. Graham, "I believe has placed us in a position which makes us absolutely recognized by the different elements as a most stable factor of the motion picture industry in Great Britain and the continent."

tures, and don't kid yourself that the Realart product is not any good. Just sit down, think a while and go over your list and you will find that this Realart product is as consistent as any on the market and worthy of flying under the Paramount banner.

Make The Firm's Interest Yours

Akers Enters Counter Suit Against Weeks

George Weeks Threatens Legal Action Against Jerry Akers and He Returns With a Countersuit

We have only to reproduce George Week's memorandum to Jerry Akers and Akers' reply, to tell you the story of the countersuit.

First of all, George Weeks sent G. E. Akers the following memorandum:

Dear Mr. Akers:

I am writing you this letter to give you an opportunity to make a reasonable and satisfactory adjustment for your actions during the past few weeks, before turning the matter over to my attorneys with instructions to sue.

You have, with very vicious intent, thrown bricks, office chairs, typewriters, files and telephones through the glass partitions into my office; you have narrowly escaped seriously injuring my secretaries as well as myself; in one instance you narrowly escaped slaying one of our very best first run accounts.

I speak for everyone in Division Number Two in saying that we positively will not let you get away with actions of this nature. We are seriously grieved, and as damages, we ask for an immediate settlement in the amount of not less than ten thousand dollars.

Our previous very friendly relations prompt me to write you in this manner before taking definite legal action. Let me assure you that unless you give us a prompt reply and enclose sufficient funds to cover the matter, we will feel justified not only in starting a serious legal suit against you, but in addition to this will not be satisfied with merely beating Divisions One and Three in the MARCH DRIVE.

We were kindly disposed to let you off merely with a beating but your actions recently do not justify any light measures being taken, and therefore we will follow the thought of this letter in not only humiliating you but taking away your cash in settlement of our damage claim, and will prove to you that all the live-wire men are in Division Number Two and that Division Three is positively dead from the neck up. We are quite sure you would not welcome any measures which would be so strenuous as to show your Division up to the world in that light.

Sincerely hoping you will settle without our having to take any real, serious measures,
GEO. W. WEEKS.

Now Austin C. Keough, one of our legal advisors at the home office, takes counsel for Mr. Akers and serves George Weeks with the following notice:

Dear Sir:

My client, Mr. Gerald E. Akers, has referred to me your extraordinary communication dated February 20, 1922. Coming as it did upon the very day that my client was leaving for the fields—or should I say prairies—of duty, it was calculated, as you must have known, to cause him acute mental anguish. I am advised, furthermore, that when you delivered this letter to my client, a copy was already in the hands of the reporter of "Paramount Pep," a newspaper having a great national circulation. Such conduct is at once discourteous and reprehensible. I have instructions to proceed at once

(Continued on Page 7, 2nd Col.)

Over His Quota

While every salesman right now is striving to book "Paramount Anniversary Weeks," beginning March 5th, "Teddy" Roosevelt, who handles Zone 13 in the New York District, is going after a whole lot more than two weeks.

As an example of what can be done if the business is properly gone after, "Teddy" has signed up the Broadway and Hamilton Theatres in Yonkers, New York for one solid month, beginning March 5th, at both these houses.

On the strength of this, and his experiences in his zone, Roosevelt has applied an old slogan in a new way, together with a slight alteration. The old one, which is so well-known to everyone, "Children cry for it," he has applied to Paramount Pictures, as "Exhibitors cry for them."

As to the Zukor-Lasky Contest which is on in the New York Exchange, "Teddy" Roosevelt has not only equalled his quota, but is now 168 points above it, which is a record never before equalled by any salesman in the contest, and if anyone has any idea that they're going to, they have got to start right in at once. Even so, "Teddy" states positively that he has no intention of stopping at this, going so far that he will exceed his quota by 200.

Haag's Flying Trip

Leaving Toronto on Friday night, getting back Tuesday morning—in the interim installing booking control systems in both the Montreal and St. John offices, is a real accomplishment.

This was the work of Leo Haag (no relation to Haag and Haag), Office Manager of the Toronto Exchange. And if you knew Haag you would also know that the work was done to 100% perfection. When he walked in the Montreal office Monday morning after completing the work at St. John, the staff inquired, "When are you going to St. John?"

A Bereavement

The heartfelt sympathy of the Paramount Progress Club of Toronto is extended to Miss Reggie Rigler, Cashier of the Montreal office, who recently lost her mother. Miss Rigler has become quite a friend to many of our organization, through her attendance at various club affairs.

The Public Will Know

Publicity Department Prepares Big National Campaign for Tenth Anniversary Month

It is the purpose of the Paramount publicity department that before the opening of Paramount's Tenth Anniversary Month on March 5th, there will be few people throughout the length and breadth of the United States and Canada who will not know what it is all about. To this end the department some weeks ago mapped out a most complete campaign in the magazines and newspapers, consisting of historical and other data of a most interesting character, all touching upon the marvelous growth of the motion picture since Adolph Zukor virtually revolutionized the industry with his organization of Famous Players with its fixed policy of releasing regularly features of a length and quality for which Sarah Bernhardt in "Queen Elizabeth," the company's first release, set the standard.

In addition to the articles furnished to the fan magazines, which are now appearing as the March and April issues arrive on the newsstands, seven hundred newspapers have been carrying stories each week on the anniversary, ever since the first announcement of the celebration was made over the wires of the United Press and the International News Service.

From now on, the public will be kept informed of the anniversary, its significance and its local aspects through the following media:

To the various exploitation representatives more than three hundred copies of a special five-column mat feature story for publication in the most important newspapers in the country have been distributed. This feature is illustrated with a handsome layout which includes contrasting stills from "Queen Elizabeth," the company's first production, and Cecil B. DeMille's most recent release, "Fool's Paradise."

A special two-column mat has been placed with the Newspaper Enterprise Association for publication in 500 newspapers.

One hundred leading Sunday newspapers receive a full-page feature story with photographs for an accompanying layout, and the nine hundred dailies which will publish the special announcement advertisement also receive a special story. There is also a selected list of 600 papers to receive a special one-column mat consisting of portraits of Adolph Zukor and Sarah Bernhardt, with appropriate captions.

In addition to all these direct-to-newspaper features, the department has prepared a portfolio of publicity stories and photographs for the use of the exploitation men in the field.

MR WEEKS

My Message to You

In doing our part toward winning with Division Two: "Busynere!" Getting more bookings

AL E BERNSTEIN
Milwaukee

H G BALLANCE

Zone two Boston will come through one hundred percent anniversary weeks watch my smoke

H J MacIntyre

Paris Goes in for Exploitation

Mr. M. Adolphe Osso, Manager of our Parisian offices, lost no time in teaching Paris the definition of exploitation for motion pictures.

He effected a tie-up with a prominent Parisian Perfume concern for the productions "Heliotrope" and "Forbidden Fruit."

The Forbidden Fruit idea consisted of a unique little folder in the form of an apple, which opened somewhat like a valentine and said: "now Eve couldn't resist the apple, you shouldn't resist Forbidden Fruit."

Heliotrope consisted of a square circular with the Paramount trademark on it and a very attractive layout advertising the production.

Both folders were richly perfumed and such that the ladies wouldn't toss away in a hurry.

Mr. Osso is to be congratulated, for in spite of the many remarks that exploitation as applied to the United States would not go over abroad, has tossed them to the winds and made a success of both of these productions.

Thar He Goes!



We're all wise to the old saying that you would rather have them say "thar he goes" than "here he lies."

The same thing applies to your job, with the going of course applying to your progress and the lying applying also to progress.

If you're going strong, your job will be your best advertisement. You need hold no fear of anyone saying "he was a good fellow while he lasted."



the exploiteer tells me *~!~!

The boss is home.

He got as far as Des Moines.

Walter Lindlar pays many visits to the dentist these days.

Harold Horne, who was called to Boston by an unfortunate death in the family, has returned to Omaha.

Now he declines to recross the Mississippi. He and Mrs. Hal have become regular "folks" in Omaha and "have comp'ny every night."

Everybody is worked up over "The Mistress of the World."

"The Whistle" Exploiteer is the first to be published on a Hart subject.

We're not mentioning any names, but certain members of the exploitation service are hoarding rice to shower on the exploiteer who moves in and about Cleveland.

From unknown sources we have compiled a hospital list—those afflicted with broken arms. (So one assumes from the silent typewriters.) They are: John P. Goring, Kenneth O. Renaud, Freddie Walters.

We might add Charlie Raymond to the list but he's merely snowed under.

Warning is hereby served that the inspiring caption "Obituary" has been prepared if the above list shows no improvement.

Fred mailed post-card heralds for the Missouri Theatre, St. Louis, in New York and John Goring did the favor for Al Boasberg sending the post-cards from Los Angeles to Kalamazoo. That's co-operation.

DENVER EXCHANGE

William T. Phillips—Correspondent

We proudly introduce our new salesman recently acquired, Mr. Tillman. This gentleman hails from Canada, and although he worked for a "Paramount" competitor there, we think he'll make an excellent "Paramounteer." Here's wishing you the best o' luck, Mr. Tillman!

Mr. Marcus, our District Manager, dropped in for a few days visit and has left for Salt Lake, to return in a week or so and witness the moving of our office to its new location.

Mr. Marcus says it will give him a great deal of pleasure to witness this important step in the history of Famous Players in Denver.

Introducing Betty



Betty Jane Stewart

Let us introduce Miss Betty Jane Stewart, one of the Inspection girls at the Cleveland Exchange.

This is not a winter bathing scene but was taken last summer on one of the Cleveland beaches.

Counter Suit Against Weeks

(Continued from Page 5)

to hold you to a strict accountability for the incalculable injury your violent and defamatory creed has caused Mr. Akers.

Were it not for the fact that your letter bears upon its face unmistakable evidence that it is part of an insidious propaganda directed against my client and his noble associates, we should deem the matter utterly unworthy of the dignity of our notice. You have, however, carried your brazen campaign of villification and subtle threat to the columns of the press and in justice to my high-minded client, I can do no less than enter that forum and stay the work of destruction you have embarked upon. Accordingly, sir, I serve notice upon you that I am handing a copy of this communication to the Editor of "Pep."

In my charity toward you, I have concluded that the mental strain of life and the vigorous competition of the great world's metropolis into which you have suddenly been thrust, after living in the sylvan cool and quiet of Canadian woods, have had a most unhappy effect upon you and have inflamed your imagination to the point where fancy passes for fact. No other hypothesis would account for the extravagance of your assertions and for your preposterous claim to standing in the March Drive. When the great mental strain under which you now suffer has passed, you will realize how vain was your extravagant boasting.

Insofar as I may do so, without being faithless to my client's case, I am prepared to be lenient with you and I will recommend to him that the whole controversy and the adjustment of our claims be submitted to the Haig (and Haig) Tribunal.

Yours truly,

AUSTIN C. KEOUGH,

Attorney.

Editor's Note: Now we ask you is the battle on?

It is up to you gentlemen in the field to see that your divisional commander is the winner.

You alone can settle this case out of the courts.

Now go to it.

Indianapolis Never in the Dark

Much controversy has been passed to and fro as regards the control system now being installed in many of the exchanges by Mr. Cresswell, based on the success it is continually enjoying at the Indianapolis Exchange.

It will be remembered that Messrs. Cresswell and Dugger worked incessantly to bring this idea to a working point and Mr. Dugger says, "we have had the control system working in the Indianapolis Exchange since last December and it has been a wonderful assistance in telling us at all times just where we stand."

A huge blackboard is posted in the exchange, showing where each zone stands as to bookings. These bookings are posted at the end of each week, showing the actual bookings for each zone for each week, ending for a period of thirteen weeks.

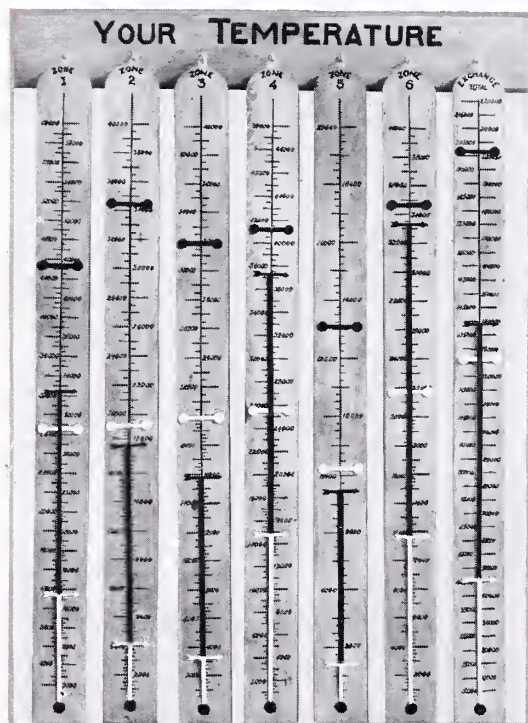
There is also a column showing the actual billings as each week is consummated, which enables them to look far into the future so that evident concentration can be pointed out at a minute's notice.

Furthermore, each salesman carries an Indianapolis control of his zone with him which enables him to lay his finger right on each account and tell just exactly what revenue that account is producing per week.

There is also a sales chart covering key towns. The white squares are covered by red stickers indicating the pictures at the head of the columns that have been sold at these points.

It is a wonderful incentive for the salesman, not only for its directing help, but their effort to cover up the white squares in their zone.

Reproduced herewith is a photo of the thermometer which Indianapolis is using to keep the men pepped up.



The arrows on the thermometer are moved up each week to show how close a salesman is coming to his quota. The black markers indicate the quota of each zone for the three months ending April 1st. The white markers (Continued on Page Eleven)

The Better Poster

New Clean Posters and Other Accessories
Necessary for Dignity of Any Theatre

Do your exhibitors INVEST in accessories or do they just SPEND money for them?

Just as productions are sold, so should accessories be sold.

Many exhibitors thruout the country today are buying mounted paper, second-hand photos, streaked slides and other accessories that superficially save them a few pennies.

Accessories managers, salesmen and everybody connected with the exchange should bend every effort right now to impress the need for clean-cut, brand-new, dignified posters and other accessories.

Just as the public recognizes an old print of film on the screen, in the same manner they will recognize a lobby display as being second-hand.

This is not a ridiculous statement, but a fact. Impress the value of new accessories on the exhibitor.

Secure for example, an old mounted poster, hang it in your exchange and then hang a brand new one directly along side the old one.

There is more than one progressive exhibitor in your territory who will gladly write you a letter telling why he uses brand new clean accessories and not mounted materials. Use this letter also in connection with your propaganda.

We must remember to protect the calibre of Paramount pictures because it is a downright shame to see a production such as "The Sheik" or "Peter Ibbetson," billed with old mounted posters and second-hand photos.

Remember it's what you show them on the outside that they expect to see on the inside.

Remember, it's how you tackle the problem from the inside that will help to govern their policies on the outside.

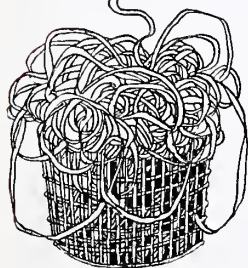
George Weeks

Depend upon me to secure all bookings possible to help you win this fight
Theo. Stover—Chicago

Pep's Ticker



WILLIAM deMILLE IS IN TOWN . . .
 JERRY AKERS LEFT FOR FOUR WEEKS'
 TRIP OF HIS DIVISION LAST TUESDAY
 . . . CLAUD SAUNDERS GETS BACK FROM
 MIDDLE WEST TRIP . . . S. R. KENT AR-
 RIVED BACK MONDAY FROM WEST
 COAST TRIP . . . SALESMAN NICOLLS
 GOING STRONG ON "MISTRESS OF THE
 WORLD" . . . BRALY ALSO MAKING
 SOME GREAT SALES ON THIS PRODUC-
 TION . . . LOUIS MARCUS RECOVERING
 FROM HIS BREAKDOWN AND IS BACK ON
 THE JOB WITH BEAUCOUP PEP . . . TEDDY
 ROOSEVELT, N. Y. SALESMAN, GOES OVER
 HIS QUOTA ON THE DRIVE . . . GREATEST ADVERTISING
 AND PUBLICITY CAMPAIGN YET ON TWO WEEKS' DRIVE
 . . . SEE STORY . . . LAWSUITS PENDING BETWEEN MESSRS.
 WEEKS AND AKERS . . . MAN O MAN HOW THOSE BOYS
 ARE FIGHTING . . . SOME COLD AT TRUCKEE DURING FILM-
 ING OF OVER THE BORDER . . . SEE STORY . . . DON'T
 FORGET REALART PICTURES ARE PARAMOUNT PICTURES—
 ALL UNDER THE SAME BANNER . . . ARE YOU GOING TO
 BE AT THE PARAMOUNT CLUB BALL MARCH 31ST? . . .
 BUXBAUM, DIST. MGR., SAYS HE WILL BLAST ANY RECORD
 IN THE HISTORY OF ANY EXCHANGE ON THE TWO WEEKS'
 DRIVE . . . HARRY WYLIE, H. O. MGR., IS BACK AT HIS
 DESK AFTER AN ATTACK OF GRIPPE . . . HE FEELS FINE
 NOW . . . OH, YEH, A BUFFET SUPPER WILL BE SERVED AT
 THE BIG DANCE . . . ALL INCLUDED IN THE PRICE OF THE
 TICKET . . . LOOKING OVER OUR "ROSTER" WE WONDER
 WHEN WEDDING BELLS WILL RING IN CLEVELAND . . .
 WELL IF WE DON'T SEE YOU SOON, WE'LL SURELY SEE
 YOU AT THE CLUB BALL MAR. 31ST . . . S'LONG.



No One Can Cheat You Out Of—

And Still They Accomplish

The Advertising Department Have Two Wonderful Sales Getters in the Last Two Booklets, "The Best Show in Town" and "The Mistress of the World"

A. M. Botsford, Advertising Manager, "Pat" Kearney of the Advertising Department, and Vincent Trotta, Manager of the Art Department, again come forward with some more prize winners in the advertising line.

Following close on the heels of the prize winning booklet "The Ultimate in Motion Pictures," the advertising department at the home office have just issued two more wonderful booklets. We say wonderful because they are.

The thought, time and skill with which these have been assembled, alone makes them the best yet.

The press book on "The Mistress of the World" will be in the hands of the exchanges in the near future for their distribution to exhibitors. This is the biggest press book ever issued on any one production.

Ten thousand copies of this press book have already been ordered. It tells the story of The Mistress of the World showing the wonderful posters, layouts, and giving the most important thrills in the production.

"The Best Show in Town" booklet contains 32 pages of artistic and striking layouts on all productions released by us from March 1st up to August 1st. This booklet alone is a great selling argument for the exhibitor and one that should be carried by the salesman wherever he goes.

If each salesman will delve into these booklets, gather every grain of value they contain, it will make it much easier for him to sell the product. He will also become extremely well versed on the present and future releases.

These booklets are truly an accomplishment and we do not hesitate to say that they are better than anything yet turned out in the motion picture line.

Salt Lake News

Mr. Marcus, District Manager, returned from the coast last week after recovering from a nervous break down. We are all very glad to have Mr. Marcus back with us again.

Wish to introduce to Pep a new member of this Exchange, Miss Helen Sims, who has taken up stock record duties at this Exchange. We now have another strong supporter for Pep.

Mr. Alfred Shepherd of Accessories Department has been transferred to the Booking Department as Assistant Booker. The Booking Department is very lucky in securing Mr. Shepherd as he is a true Peptimist and a very hard worker.

Also wish to mention we have another new member in the Accessories Department, Mr. Eustace Carpenter, who takes the place of Mr. Shepherd.

Mr. Ricketson sends warnings to his brother exploiters. They had better "pep up" as he is putting on some publicity campaigns for "Tenth Anniversary Month."

A Fair Detroit



Annetta Wilder

This is Miss Annetta Wilder, characterised as the "slim princess" of the Detroit Exchange.

As our correspondent says, she came to this country from Pontiac, Michigan, fourteen years ago and is a real live pepper and a member of the Paramount Club there.

CLEVELAND EXCHANGE

Correspondent—Miss R. Labowitch

Mr. A. C. Wright, Booker, returned to the office this morning after a week's illness. We were all glad to see "Happy" again and glad his siege of sickness is over.

Mr. I. G. Becksted is a new member of the Cleveland Office in the capacity of Booker. Mr. Becksted showed his willingness to co-operate and become one of us by becoming a member of the Paramount Club the first week he was here. That's what we call a regular Paramount booster. Good luck to you, Mr. Becksted.

The Cleveland Paramount Club is going to have a party. We haven't had a party for such a long time that it is no wonder we are excited. More later on.

Everyone knows how easy it is to use slang and profanity mildly. Well, we are trying to put a stop to it at the Cleveland Exchange in the following manner. Any form of profanity, no matter how mild, will cost a penny and these pennies which are quite numerous now, go towards swelling Paramount Club's fund. As Mr. Wayne, sales representative in Zone 2 puts it, you must be careful not to say anything stronger than Hell-o, when you talk to anyone around this office. It's a good idea, not only helps toward Club funds but makes us all a little more careful in expressing our thoughts.

Smith's Definition of Pep

Mr. Frank Smith, Salesman at Salt Lake, recently submitted to us the following as his definition of the word "pep."

"Pep is anything that puts Happiness in the Heart, Energy in the Body, Determination in the Soul, and Indomitable Courage in the Will."

Ultimate Success But Yourself

A Letter from Weeks

To Mr. Pep:

My hat is still in the ring and in addition to that—THE HAT of every Division and Branch Manager, every Salesman and every Booker is in the same ring with mine.

Let me assure you Division Number Two concedes nothing to either Division, the only statement we make is that Number Two will win.

I base my opinion on the confidence I have in every man in the field and I know every man is working entirely to gain revenue for March, and their efforts to secure March playing dates, until the last day in March.

I have the assurance of every man that they will hold up their end and I know most of them, and they mean just what they say.

Bigger than the thought of winning any contest is the assurance we all feel that we will give Mr. Zukor and Mr. Kent the biggest thrill of their lives, by rolling up a total revenue for March that will exceed their fondest hopes.

Division Two Boys are fighting the other gangs for the love of a fight and without a promise or thought of added prizes or bonus and just for the love of Paramount.

You can tell the world for us that we are the surest thing in the world for Victory and Number Two will always be the fighting Division.

George W. Weeks,
and Division Two Gang.

DES MOINES EXCHANGE

Correspondent—Hazel Douglas

Lewis Clement, assistant booker and a recent acquisition from the staff of Realart, opened a surprise package here last Saturday when he announced to the bunch in the local exchange that he had gone in for the orange blossoms stuff, the lucky Miss being Helena Campbell of Omaha. Therefore, the home folks are giving Lewis and his fair bride the glad-some mitt and smoking some Flora de Flannels which the former is issuing with a lavish hand.

John C. Ingram, of New York and points west, dropped off a Rock Island rattler the other day and is now installed here in the exploitation department, succeeding Harry Royster, who was recently transferred to the Cleveland Exchange. Ingram, who is well-known in the news rooms of a number of the metropolitan dailies, was accompanied by his wife and son, Johnnie Junior.

Mr. T. C. Young of the real estate department of F. P.-L. Corp., was in Des Moines last week completing the final arrangements for the purchase of the site of Paramount's new home here. The present quarters, though of spacious proportions, are rapidly becoming too small for the activities of Manager Hunter's peppy gang.

Cincinnati Laughs

(and no wonder!)

Mr. Elder, our humorous district manager, was away for a few days on account of illness. The following telephone conversation took place when he called up Mr. Hughes, branch manager:

Mr. Hughes: "What's the good word? How are you feeling?"

Mr. Elder: "Fine, Mike, fine. I'll be down to-morrow."

Mr. Hughes: "Good, I'm glad to hear it. Guess we'll have to kill the fatted calf, eh?"

Mr. Elder: "No, it won't be necessary; you see I'm a **vegetarian**."

The other evening, Manuel Naegle, our Beau Brummel booker, was reported to have taken supper at a downtown restaurant with two young ladies. They had been seated but a few minutes when a diner on the other side of the table remarked, "I can't stand the smell of fresh paint in here; it takes away my appetite." "Awfully sorry," returned the kind-hearted waiter, "but them two girls just across from you will be leaving in a little while."

Effy Ott and Mildred Kerr were discussing the English language in general and the idiosyncrasies of "slang" in particular. "For instance," said Mildred, "if Elizabeth Whitrock should quit her job at the switchboard, could it be said of her that she had **retired from the RING?**"

A Good Story

Charlie Behlen, booking manager, is responsible for the following story: In a certain town where there were two motion picture theatres, the proprietor of one of the theatres decided to put the other out of business by advertising: "If it's good—the GEM gets it." His opposition came right back with this bit of subtle advertising: "The STAR runs a good picture once in a while—if you don't want to miss it, **come every night.**"

Never in the Dark

(Continued from Page Eight)

indicate the quota for the month of March in each of these zones and the white ribbons and arrows indicate how near to the mark a salesman is approaching.

Of course, since this photo was taken there has been a decided change of the markers.

Geo. Weeks, Sales Mgr. for division 2, thought so well of this thermometer idea that he is having enough made up to equip every exchange in his district.

Mr. Dugger says, "we have found these three simple charts to be of inestimable value, both in point of pepping up our salesmen and enabling us to look far ahead at all times."

"In other words," continued Mr. Dugger, "the Indianapolis Exchange is never in the dark because we have before us the actual bookings for each zone covering a period of several weeks."

KANSAS CITY EXCHANGE

Correspondent—Billie Mistele



Well, we have another Wolfe in our midst, but thank goodness, we have no wolf at our door. Miss Margaret Wolfe is the right hand to our Exploitation Representative, Mr. H. P. Kingsmore, and she is the little sister to Helen of the Booking Department. Both the Misses Wolfe are little—but, Oh My!

A recent visitor to this exchange was Mr. Claud Saunders, Manager Division of Exploitation, and although he was somewhat "under the weather," he could smile as big as ever and created a happy and cheerful atmosphere around the office. While here he made a very excellent sales talk regarding the possibilities on *MISTRESS OF THE WORLD* and everyone is very much enthused over this picture. Kansas City particularly appeals to Mr. Saunders as it is his old stamping grounds, and we all hope that he will return soon.

PEP

MR WEEKS

Why don't you fool those fellows
Akers and Ballance and get a tin hat
and then when they try kicking it
around, they'll hurt their toes

M C HUGHES
Cincinnati

DALLAS EXCHANGE

Correspondent—Myrtle Masonheimer

The Accessories Department reports a big business, went away over the top a few weeks ago. We also have a new member in that Department by name of Charles L. Webster—some worker.

Miss Stella Meador has been transferred from the Auditing Department to the Contract Department—and same can now boast of two "Good Looking Blonds"—, who report that since the fire they have not even had time to powder their nose.

Mr. Tom Dye, our Shipping Clerk, and Miss Sophia Skinner, of the Inspection Department were married on January 22nd, and we hear they are very happy.

Oh! yes I 'most forgot to tell you that I have a new duty also—I take care of Forms 4-a, and 4-b now, and I like it fine.

Will You Be There?

All the real
Stars of Stage
and Screen

will
be
at
the

**Paramount
Club
BALL**

Come along
Commodore Hotel

**FRIDAY
NIGHT MARCH 31**

This attractive half sheet card was designed by Walter Lindlar, Asst. Manager of the Exploitation Department.

One thousand of these cards have been placed in the most prominent places thruout New York.

You will be missing something if you are not on deck at the Commodore Hotel, Friday evening, March 31st.

Levee Goes to Chicago

J. R. Levee, who has been handling the Non-Theatrical Department of the entire Greater New York District of the New York Exchange, left recently for Chicago, where he will take up the work of Sales Analysis in the latter territory.

Three months ago Levee came to the New York Exchange to inaugurate a Non-Theatrical Department, and through his tact, ability and hard work, brought this business up to a point which proved astonishing. Mr. Levee is one of those particularly favored with enthusiasm, ability and personality, so that there is no question but what he will prove a very welcome addition to the Chicago Exchange and his associates in New York, while congratulating him on his advancement, deeply regret losing him as an associate.



Julian Johnson, Noted Photoplay Authority, Appointed to High Office by Jesse L. Lasky

Julian Johnson, former editor "Photoplay Magazine," dramatic critic of Los Angeles "Times" and successful film production editor, has been created Manager of our Editorial Department. The appointment was announced by Jesse L. Lasky.

The presence of Mr. Johnson in Los Angeles proved the starting point for the negotiations. The new executive, however, will make his headquarters at the Home Office in New York. Mr. Johnson arrived last Saturday at the Home Office.

In speaking of the appointment Mr. Lasky said: "The securing of Mr. Johnson is another step in our policy of routing the best procurable literature and drama through our studios. It is, of course, not our belief that we can produce all the good stories or plays but we are determined to produce the best, and not lose a chance to look at all of them. Mr. Johnson's very considerable experience in magazine and newspaper work and actual film production has, we think, given him just the right viewpoint to judge material from the diverse angles of audience, critic and producer.

"Through Mr. Johnson and his department we are determined to provide the author not only with every facility for the expression of his thought or theme on the screen; but to show him in what ways literary and pictorial expression differ and how best he may get his message across in a language which is so apart from the written medium. This type of liaison between the authors per se and the studio technicians is a matter of increasing importance to the artistic future of the photoplay."

Notice

There has been a change in the title of two productions.

"Tharon of Lost Valley" starring Dorothy Dalton and directed by Paul Powell, recently completed, has been changed to "The Crimson Challenge."

"The Cat that Walked Alone," also starring Miss Dalton and directed by George Melford has been changed to "The Woman That Walked Alone."

Will Commute

William de Mille Plans Schedule of Four Trips to New York Each Year—His Scenarist, Clara Beranger, to Remain Permanently in East

Henceforth William deMille will make four round-trip journeys between Hollywood and New York each year. He is now in New York on the first trip of 1922.

This travelling schedule is the result of the new arrangement existing between Mr. de Mille and his scenarist, Clara Beranger. The producer will continue to produce photoplays in California but they have agreed that more satisfactory results can be obtained if Mrs. Beranger remains at her home in New York, where she will write the scenarios which Mr. deMille will subsequently produce on the other side of the continent.

By this arrangement, the scenarist is enabled to see the New York stage productions and keep in close touch with the publishers in order that William deMille may have the first call on the best stories of the season. It was this system in practice that resulted in the acquisition of "Nice People," Rachel Crothers' play which William deMille will produce as the successor to his recently completed adaptation of "Bought and Paid For."

At the completion of each picture, Mr. deMille plans to spend two or three weeks in New York consulting with Mrs. Beranger on the details of the next scenario and incidentally viewing interesting stage productions which promise screen possibilities.

"Nice People," the forthcoming deMille production, will be Mrs. Beranger's third consecutive scenario for William deMille productions. "Miss Lulu Bett" and "Bought and Paid For" are her previous screen adaptations for Mr. deMille. Both preceding productions have won high praise from the critics and, incidentally, from the authors of the original novel and play, respectively.

An all-star cast headed by Wallace Reid, Bebe Daniels, Wanda Hawley and Conrad Nagel has been selected for "Nice People." Production work is scheduled to start early in March.

Art Titlers At West Coast



Everything, from lettering a main title, putting appropriate decorations on subtitles, "faking" inserts and working out "trick stuff" to dotting "i's" and putting in commas on printed titles, making maps for use in close-ups, "and etcetera," as Ring Lardner says, is "easy" for this peppy bunch of artists.

Reading from left to right, the gentleman with the dream of an invention simuning over his head is James E. Frost, who knows more ways of lettering a title than anyone we ever met. He's the map specialist, too, and in his spare time he invents weird cameras and automobile attachments that won't work.

The gentleman sheltering under the peaked cap is Harry Barndollar, whose wonderful conception of "heaven"—or was it "the heavens"—in "One Glorious Day" is making the critics and the public gasp. You remember those funny looking clouds that "Ek" slid around on? Harry Barndollar got 'em all out of his imagination.

The rather stoutish person in the top right-hand corner who looks as if he is trying to "double" for Walter Hiers, is none other than Clarence Ellsworth, authority on trick stuff and locally known as "Eagle Eye" because he corrects hundreds of title cards weekly and never misses an error.

On the left, the "southpaw" artist, Frank Berier, who has traveled all over the world

(Continued on next page, 2nd Col.)

Cold—Did You Say?

30 Degrees Below Zero at Truckee During Filming of "Over the Border"

Making pictures at 7500 feet above sea-level and thirty degrees below zero, in five feet of snow.

That was the recent experience of the Penrhyn Stanlaws company at Truckee, California, where they are making "Over the Border," with Betty Compson and Tom Moore.

As reported by Albert S. LeVino, the first morning of his week-end in Truckee it was so cold that it was impossible for the actors to work in scenes. However, as that same morning at eight a twelve-car train of San Francisco Shriners got in, with their wives and families, the whole Stanlaws "Troupe," including Miss Compson and Mr. Moore, kept warm by having snow-battles with the visiting children, many of whom had never touched snow before.

All Aboard for Location

Wallace Reid and Company, Making "The Dictator," Go South on Location

There was a veritable hegira southward from Hollywood recently when the James Cruze company set out for location to obtain scenes for "The Dictator," in which Wallace Reid will star.

The star went by auto driving himself. Several others took this mode of location, including Walter Long, who has an important rôle in this screen version by Walter Woods, of the wellknown play in which Willie Collier starred on the stage.

Among the large number who went by train were Alan Hale, who plays the villain; Fred Butler, Frank Bonner, Kalla Pasha, Lila Lee (leading woman); fifty or more men and women who will appear as gay revelers on a Spanish fête day; rebels and regular soldiers; Roy Diem, costume expert and several assistants, Walter Reed, official "gag" man, and others.

The play has to do with experiences in a South-American republic which is having one of its usual revolutions, and gun running, with attendant thrills, enters into the plot. Romance is there and Wallace Reid, in the character of a typically fearless and adventurous young American, gets into the thick of things and wins out with luck and pluck.

Theodore Kosloff, the noted Russian dancer and actor, will play a fine character part in this picture. Sidney Bracey is another cast in an important rôle. In fact, the roster of players is said to be exceptionally good.

The company will return later to the studio for a series of indoor shots.

Swanson Starts Next

Gloria Swanson, who has just completed "Beyond the Rocks," by Elinor Glyn, after nearly three months of strenuous work, will start today on "The Gilded Cage," adapted by Elmer Harris from the Broadway stage success, "The Love Dream." Sam Wood, who has directed all of Miss Swanson's starring pictures, will again be in charge, while David Powell, who recently returned from Europe where he has been appearing in John S. Robertson production will be leading man.

DeMille Getting Better

Cecil B. DeMille is back at the west coast after a trip abroad, part of which had to be abandoned on account of a severe attack of rheumatism.

Mr. DeMille is somewhat better but is still suffering slightly, and it is probable that he will spend the last three weeks vacationing at his mountain ranch before beginning his next production "Manslaughter."

We all wish Mr. DeMille a speedy recovery, as not only his genius is missed, but also his personality as well.

"Blood and Sand" Next

Having completed his work as leading man for Gloria Swanson in the latter's new picture, "Beyond the Rocks," Rodolph Valentino is awaiting the call for his stellar début in "Blood and Sand," the Vicente Blasco Ibanez play which Fred Niblo will direct.

June Mathis has about completed the scenario and it is probable that production work will be started the last of this month or the first of March.

Beyond the announcement that May McAvoy will play the rôle of the young wife, no details are as yet available concerning the members of the supporting cast.

Holt and Daniels in Arizona

Under the direction of Rollin Sturgeon, Jack Holt and Bebe Daniels, co-stars in "Val of Paradise," are engaged in making exterior scenes somewhere in Arizona. The company is quite a distance off the beaten track and will probably be gone at least two weeks.

Miss Daniels, in the rôle of "Val," is said to have a dashing characterization for which she is admirably suited.

Titlers at West Coast

(Continued from preceding page)

and can paint an Arab sheik or polar bear from personal knowledge.

The worried looking individual in the circle protecting his eyesight with a shield, is "the boss," Harry Alter. He gives birth to one idea per minute and can draw anything, immediately, if you call it by its right name. After the 'Frisco fire Alter put in many months reconstructing the town, on paper, for various concerns. He can look at any machine for two minutes and then draw its innards in detail and with minute exactitude.

The fellow with the gun on his hip is Lon Megargee, whose Wild West magazine covers and posters have brought him fame and kale. He doesn't dress thataway on the lot, really—but when he goes to the Grand Canyon for "studies" he looks the part. He is widely known as "the cowboy artist" and graduated from a cow-punching outfit.

On the lower right the elongated individual at the crank is Charles L. Jones, otherwise "Jonesy," who has the reputation of being the fastest title "shooter" on the coast. His photography is Class A1 and his idea of a vacation is thinking up something to make his department even more efficient than it is.

The young man who is "trying to keep away from terbaccey" is Bud Williams, and his job is assisting Mr. Jones—which keeps him jumping. He is a genuine wit and will some day graduate into a comedy title writer if he isn't careful.

Lastly, but not leastly, observe the tiny picture of Herbert E. Olmsted, who designs and letters the titles for the C. B. DeMille productions. He is an artist, pure but not simple—as you will admit when we confess that he drew all these pictures in one afternoon.

Don't Be A Fatalist, Be A Fightalist



The Pepville Gazette



Vol. 6. No. 34

MONDAY, FEBRUARY 27, 1922

Price: Cheaper than last time.

THE PEPVILLE GAZETTE

PUBLISHED WEEKLY

Entered at the Postoffice through the Mail Slot

Editor's Office:
Same Place

Weather—
All Kinds—Other Than What
You Expect

Where To Find Them

Visitor—You certainly have a fine looking bunch of stenographers. Where do you find them?

Kraft—Usually back in the corner arranging their hair.

One Better

City Lady (down on the farm)
"Oh, what cute little cowlets."
Farmer—"Pardon me, Madam. those are bullets."

Latest in Cupboards

After first night on board ship—"I say, where have all my clothes vanished to?"

Steward—"Where did you put them last night?"

Passenger—"I folded them up carefully and put them in that cupboard over there."

Steward—"I see no cupboard, sir."

Passenger—"Are you blind, man? I mean that one with the round glass door to it."

Steward—"Lor' bless me, sir, that ain't no cupboard. That's the port hole."

Never Again!

Young Author—Do you think my play caught the audience?

Manager—It did this time; but I fear it will never do so again.—Boston Transcript.

Melodrama

Kind Old Lady (in railroad station)—"What are you crying about, my dear?"

Nice Young Lady—"I—was—driven—from—home."

Kind Old Lady—"Oh, how terrible!"

Nice Young Lady—"And—and—the taxi man charged me two dollars too much."

Get This One

Director—Didn't I tell you to come prepared for an Arctic scene.

Supe—Well, I've got my flannels on.

Up and At Him

Daddy—"No, your mother never dresst the way you girls do today to catch a husband."

Daughter—"Yes, but look what she got."

LAST MINUTE NEWS

FITZMAURICE AND ROBERTSON — DIRECTORS —
TO GO TO WEST COAST.

ATLANTA TO FORM PARAMOUNT CLUB.

DESPAIR



GLOOM

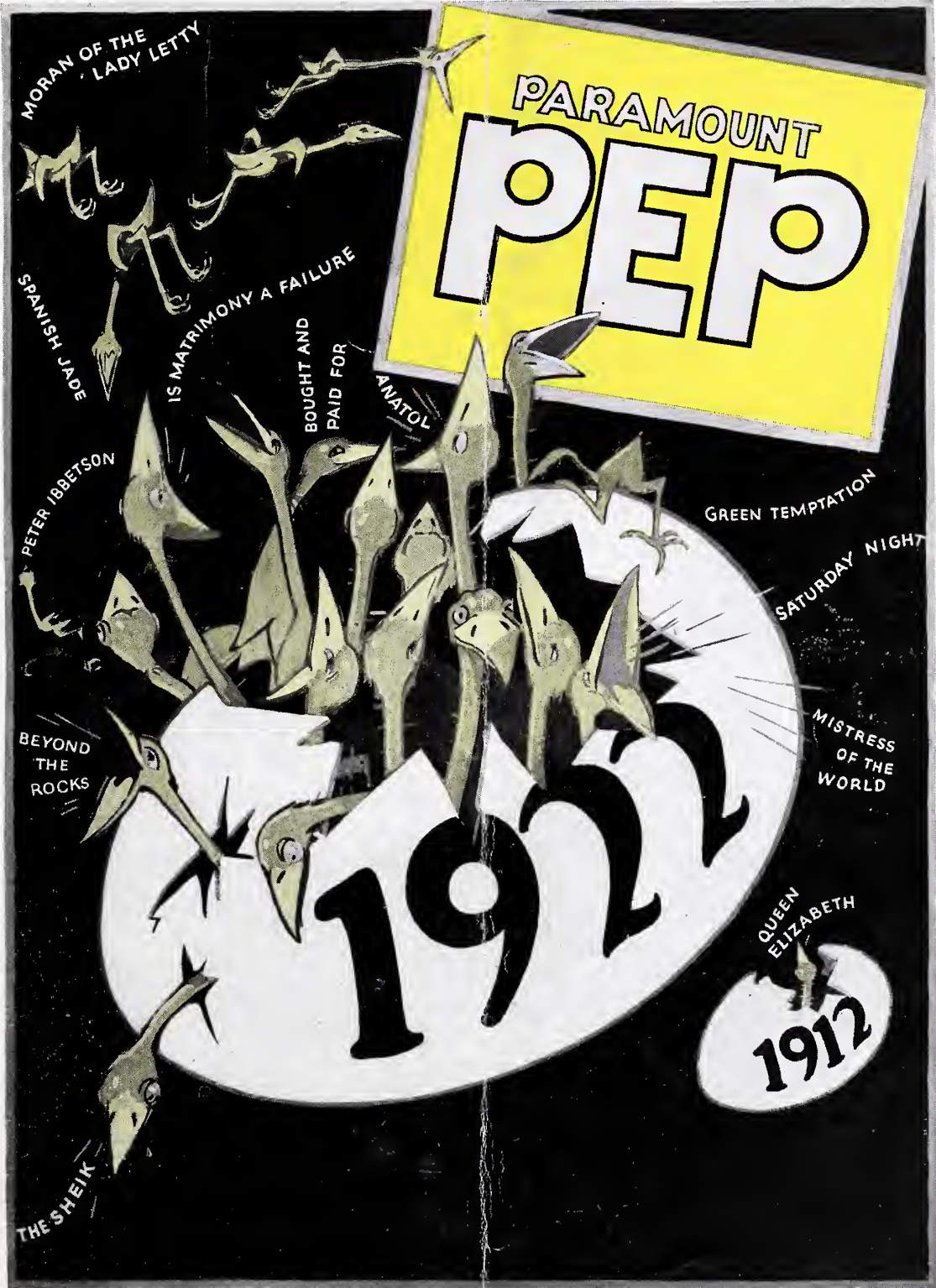


WORRIED AND NERVOUS AND GROUCHY
AND BLUE
VERY FEW CUSTOMERS—NOTHING TO DO
LACKING AMBITION, PEP AND PLUCK
"WRONG-METHOD" SALESMAN — OUT OF
LUCK !



PLENTY OF SMILES—PLENTY TO DO
HOT ON THE TRAIL OF CUSTOMERS, TOO
PLENTY OF CONTRACTS AND LOTS OF
AMBITION
PARAMOUNT SALESMAN IN PINK OF
CONDITION !

—LADUE



PARAMOUNT'S MODERN HATCH

Remember Adolph Zukor Started—

The Start of It All

Adolph Zukor's Step into the Amusement World Marked the Beginning of a New Era

It was years ago that Adolph Zukor, our president, left the furrier business to enter the amusement world and it is needless to say that his future paintings of progress were anything but representing the present corporation of Famous Players-Lasky.

Adolph Zukor and Morris Kohn were in the fur business with offices in the down-town section of New York City when they decided to take over the automatic vaudeville on East 14th street, photograph of which is reproduced herewith.

Everyone surely remembers this famous amusement palace which still stands in the same location and which bore out its title of many years as the "greatest place of amusement on earth for one cent."

Many big men in the industry were interested in this automatic vaudeville house and some continue to be.

Morris Kohn, formerly president of Realart, was the president and E. E. Shauer, Director of our Foreign Department, was treasurer and general manager and had his offices in that building for about six years.

Later Mr. Zukor's idea of amusement turned to the motion picture and it was then he realized his possibilities and he sold out to others interested at the same time as he.

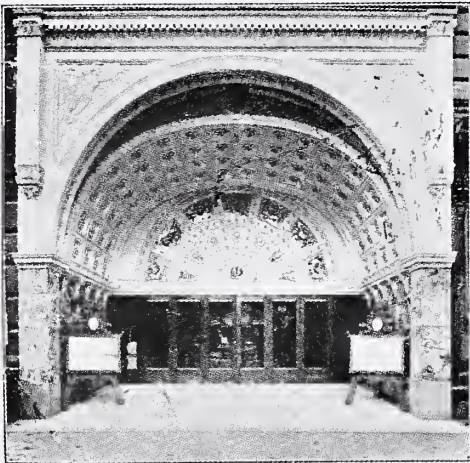
Mitchell Mark, who recently passed away, owner of the Strand theatre, was a director as were such men as Marcus Loew, David Warfield and others.

Ralph Kohn, Assistant Secretary of our corporation, and Al Kaufman, Foreign Production Manager, were the penny change boys and speaking of pennies, according to E. E. Shauer, they came in so fast that it was a physical impossibility to count a day's receipts before the next day began, so the method of using a shovel and weighing them by the pound was the quickest for the day's count.



Adolph Zukor

Automatic Vaudeville, 48 East 14 St.



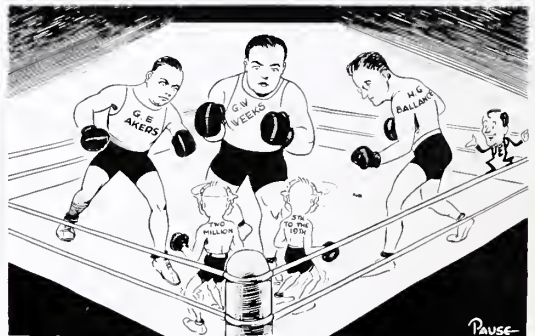
The Greatest Place of Amusement on Earth for One Cent

GEORGE WEEKS

Pittsburgh has all the smoke in the world and we make no bold assertions when we say Watch our smoke on the March drive

E M Stuve Br Mgr Pittsburgh

A Battle Royal



When the three Divisional Sales Managers climbed into the ring, we knew then it looked bad for the two million in two weeks.

The way these boys are fighting and being backed by their divisions, tells the story of the greatest bit of concentrated selling and loyal efforts on the part of every one to date.

"We used to take these pennies," said Mr. Shauer, "by the bucketful, put them on a Fairbanks scale and figure \$1.43 to the pound. In that way we came within a few cents of the actual receipts for the day. In other words, if we had 500 pounds of pennies, we knew we had \$715.00.

Today, the gentlemen interested in this enterprise are recognized, with Adolph Zukor, as the leading figures of the industry, and the sincere, earnest climb that they have made is indeed worthy to cover the pages of history in this business.

Even as You and I

What They Were Doing Ten Years Ago

S. R. KENT

In March, 1912, I was with the Colorado, Wyoming Coal Company with headquarters in Denver, having just been transferred from the field division to the sales department.

My business was to place coal in carload lots in the district east of Denver.

It was about this time that I made up my mind to try and get to New York, my ambition having been for a long time to come east to become identified with some concern of national importance.

Shortly after this I joined the American Drug-gists Syndicate and worked for that organization in various capacities until the time that I became identified with Famous Players, about four and one-half years ago.

I can say wholeheartedly that my present connection is the happiest of my entire lifetime and I hope to grow gray in the service of Famous Players, serving under our wonderful President, Mr. Zukor.

My utmost wish is that my present connection will be my very last.

FRANK V. CHAMBERLIN

Ten years ago this coming March, I was acting in the capacity of Salesman for the White Motor Car Company of Texas, a subsidiary of the White Car Company of Cleveland, Ohio.

My activities embraced the selling of White pleasure cars and motor trucks, also the rendition of mechanical service to White pleasure car and truck owners in Northern Texas.

GEO. W. WEEKS

Ten years ago this March, I was hitting the high spots in the State of Michigan, selling film service which, at that time, consisted of single reel features. Of course, theatres then changed but twice a week, and only ran one reel.

The prices were high and business was wonderful. I was representing at that time an independent film concern in Detroit, operated by Phil Gleichman, now proprietor of the Broadway Strand theatre in Detroit.

Some of the pictures we handled were considered the biggest that ever had been made up to that time or ever would be made.

I also carried a side-line of soap, as my salary from the film company was not sufficient to support the family.

I have a keen feeling of satisfaction in knowing that today, after fourteen years in the film business, I have the privilege of my present connection with a corporation which stands for everything that is constructive in the industry, and conceded to be the leaders in motion picture production.

I expect to live many years, and know of no more pleasant hope for the future than the anticipation of spending them with this organization as it continues to forge ahead.

EMIL E. SHAUER

In March, 1912, I was the president of The Shauer-Dryfoos Co., a company which I organized early in 1911 for the purpose of carrying on a general export and import business with the Philippine Islands and Japan.

I was inspired to do this because of the enactment late in 1910 of the Payne Tariff law which removed all duties on importations from the Philippine Islands.

This company had its headquarters in New York with branch offices in Manila, Philippine Islands, and Tokio, Japan, and it pioneered what was destined to be and now is a very important and enormous industry.

I left New York in March, 1912, on one of my periodical trips to our Manila branch; thus ten years ago I had my face turned toward the land of the rising sun.

Previous to organizing this company I was, from 1905 to 1911, the treasurer of the Automatic Vaudeville Company of New York. It was in this enterprise that I acquired my first experience in the amusement field.

In 1915 I disposed of my interests in the Philippine Company to join the Famous Players Film Company under Mr. Zukor, and this for me, because of his peerless leadership and almost uncanny farsightedness and uniformly fair treatment, has developed into the most satisfactory affiliation of my life.

HARRY G. BALLANCE

It seems rather a far-off cry to the old days of the 1912 buzzwagons. I was in the real estate business then with nary a thought for anything like movies, nickolettes or—actorenes. My main ambition in life was to try to impress upon a somewhat whimsical public the inestimable advantage of owning their own home or a chicken farm or even lots on the seashore which they could only locate when the tide was out.

I was trying to sell the blue sky then and take it from me, that's lots more difficult than selling quality Paramount Pictures!

CLAUD SAUNDERS

Ten years ago I was manager of Keith's Alhambra in New York and it was at this theater that the Edison talking pictures were used for the first time in the United States.

In the summer of the same year, the theater being closed, I took these talking pictures on the road and I number this as my beginning in the Motion Picture Industry. In the fall of the same year I had the Italian Production "Cabiria" at the Knickerbocker Theater in the Big Town.

It took me from 1912 until 1919 to make Famous Players and now I'd just like to see anybody jar me loose from them. The well-known "pink slip" or simple discharge wouldn't shake me in the least.

(Continued on next page, 2d Col.)



"BUT ABOVE ALL THINGS,
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees
of the
FAMOUS PLAYERS-LASKY CORPORATION
Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 6 MARCH 6, 1922 No. 35

Accomplishments

According to our way of thinking, the prophecies made by many great men years ago were absurd to such an extent that many called them dreamers.

When we were told that the airplane, someday would fly across the Atlantic, padded cell No. 44 was swept out and prepared for the incoming lunatic.

When they told us we would be able to talk over the telephone without the use of wire, but by air waves instead, many thought the gentleman was aiming for material on another book rivaling "Alice in Wonderland."

Then, a gentleman by the name of Adolph Zukor prophesied that theatres thruout the world would be built solely for motion pictures—that theatres entertaining drama would turn for the movies.

That the best plays would be put in movies.

Like the other big men in the national field, he was immediately pronounced an idealist or dreamer.

But when Sara Bernhardt was seen on the screen in the ever popular and well known "Queen Elizabeth," just ten years ago, we began to open our eyes. Since then we have had little chance to close them.

This man, president of the largest motion picture producing and distributing organization in the world, is the only head of this corporation and in spite of the many press insinuations that this corporation was controlled by outside interests, he has proven this to be only talk and has built up the greatest motion picture producing and distributing organization in the world,—an industry that stands fourth in congressional records.

He has fulfilled his prophecy and more, too.

He has given the public the greatest stories for the screen that could be purchased—a step ahead of the rest he has enhanced the value of the more progressive theatres thruout the country by giving them the best that can be had.

Last, but not least, he has installed the best that could be obtained in executive ability for carrying on the production and distributing ends of this corporation. Ability that has proven itself well competent to cope with the

What They Were Doing

(Continued from preceding page)

GERALD E. AKERS

When you asked me what I was doing ten years ago, I started to look back still further, but upon realizing the speed with which the industry has progressed, I remember now that I was a booker for the General Film Company in Kansas City.

Little did I think at that time that there would ever be such a big corporation as our own and I pride myself as one of its members.

JEROME BEATTY

Ten years ago I believe I was just in the process of changing jobs. I was working for the American Press Association under Courtland Smith, the man who now is going to help Will Hays. For the American Press Association I was getting out a plate service of telegraph news that was made into plate form and shipped to nearby newspapers who gave it as hot stuff to their readers twenty-four hours after it had come over the wire to us.

I left the American Press Association to go to Concord, New Hampshire, to be "Personal Representative" (meaning "Press Agent") for Robert Bass, Governor of New Hampshire, who needed a lot of propaganda in his fight on the Boston and Maine Railroad.

MEL A. SHAUER

Ten years ago this March I entered college.

The best description of my career is this:

1st year—entered negative.

2nd year—developing (I hope) spent mainly in the college tank.

3rd year—developing (I hope) college tank

4th year—exit tinted with college colors, positive—thought I'd end up in the picture business some how 'ruther.

Years Ago

In looking over the issue of PEP dated February 3, 1917, we are reminded that Harry Danto won the first salesmen's contest in this organization.

Of the 37 representatives participating in this contest, there are only six who are still in the big family.

These six are: Harry Danto, C. M. Hill, O. A. Morgan, G. E. Akers, R. C. LiBeau and H. F. Wilkes.

everyday business problems confronting them.

Instead of a sales department ten years ago, we had a state right, and as the ad shows in another part of this magazine, our ways of distributing were decidedly different from the present.

The present sales organization, under the leadership of S. R. Kent, is recognized as superb, not only by other motion picture corporations, but other big leading industries as well.

We are all proud to claim ourselves members of the Famous Players-Lasky Corporation and swear allegiance to Paramount.

Nobody Is Keeping You Down

Advertising A Decade Ago

By A. M. Botsford—Adv. Mgr. Home Office

"Men who are now applying themselves heart and soul to the scientific and artistic departments, instead of shuffling and cutting in the policy end of the game will be the big owners and producers of tomorrow."

So wrote Louis Reeves Harrison, ten years ago, in the "Moving Picture World." A prophecy? Truly he was a prophet. His very words point the road that led to the success of Adolph Zukor.

Famous Players advertising and publicity came into being in the days when the licensed and independent film companies were fighting tooth and nail to corner the business of the country. But the weapons they used were the weapons of "policy cutting and shuffling" and cheap pictures.

That was the field into which Adolph Zukor stepped. Not many people knew him. He did not advertise himself or exploit himself as the head of his own company. All through the year of 1912 there is hardly a line of publicity about Famous Players in the only trade journal in existence, the "Moving Picture World" and there is certainly no line telling about Adolph Zukor himself.

In October there appeared the advertisement reproduced here.

A TRIUMPH IN FINANCE

MONEY IS THE GOAL OF MOST MEN

How to make money quickly has probably kept you awake many a night.

SARAH BERNHARDT

IN THE FILM SENSATION OF THE AGE

QUEEN ELIZABETH

(4 Parts)

Is now making money faster than any State-Right or any other kind of film production for the owners of State-Rights.

State-Right Men

You have no competition. The only State-Right production Licensed by the Motion Picture Patents Co. in over a year

WE HAVE
BOOKINGS IN EVERY
LICENSED THEATRE



EXHIBITORS

Hurry—Now—Quick
write to us before
your competitor
does for open time.

A Positive S. R. O.
Attraction

Your patrons will
thank you.

A FEW MORE STATES OPEN

IF MONEY AND REPUTATION IS YOUR AIM, WIRE

FAMOUS PLAYERS

A. Zukor, Pres. D. Frohman, Pres.
Times Building NEW YORK CITY

Our First Real Ad.

It is the first advertisement ever issued by Famous Players and in that light is an historical relic.

Two months later another ad appeared, then another and another, until within six months Famous Players was being represented in the trade journal with a double spread a week. When a little later the Lasky company was added to Famous Players it was necessary to take even

(Continued on page ten, 2d Col.)

Ten Years Ago—Three Phases

By Mel Shauer

Phase 1—PRODUCTION

Ten years ago our studio was what we'd now call "semi pro,"

But then the 26th Street lot was nifty—
Twas surely a stupendous scene to see Elizabeth, the Queen,

With fifteen extras (at a dollar fifty)—
A palace with its gilded halls
Was then two painted cardboard walls,
An ancient carbon arc enuf to light 'em,
And any ten-year-old knows they got their
rain from garden hose,
Etcetera, so on, ad infinitum.

Phase 2—SELLING

Ten years ago when things were slow, a sale of film would hardly go

Unless a salesman bought a gun and
"packed" it—
He left his selling talks behind and grabbed
the first guy he could find,
Just named a price—an "automatic"
backed it.

But now there's quite a difference scene,
They use a "Henry" limousine,
Quite courteous exhibitors will find 'em,
They break right thru his private door and
lay down contracts by the score
And pester the poor guys until they've
signed 'em.

Phase 3—EXHIBITING

Ten years ago the movie show was slightly different, don't you know,
They didn't have our present line of
"hokum."

Just as the villain forced the latch they took
out time to make a patch

While we sat there and wished that we
could soak 'em.

But now our show goes right along without
an illustrated song,

To fill the gap when "fillum" snapped in
pieces—

No stops today between the reels—Our modern heroine's appeals

Ain't interrupted by "One Moment Please's."

Weeks' Attorney Comes Back!

H. M. Pitman Takes Issue With Keough for George Weeks

New York, February 28th, 1922.

Attorney Keough,
Dear Sir:

Mr. George Weeks has referred to me your letter to him of February 23rd, 1922.

Your letter, subtle and insidious as it is, contains no denial, general or specific, of the charges made in Mr. Weeks' letter to your client, Mr. Akers (or is it Mr. Faker), who I notice "took to the woods"—or as you say the prairies—immediately after receiving the "Weekly" warning. If you consider Mr. Weeks' communication to Mr. Akers discourteous and reprehensible, what have you to say as to the more than discourteous and certainly reprehensible conduct of your own client in indulging in the forms of annoyance set forth in Mr. Weeks' letter?

The forums which you suggest for the settlement of this matter appear to be as mixed as your ideas of replying to my client's charges against Mr. Akers. To be more explicit, for your mental elucidation, I refer to the fact that you suggest that we enter and stay in the forum of "Pep," and at the same time settle the whole controversy and adjust our claims in the Court of Haig (and Haig). Knowing as I do your unsurpassed standing in the cinematograph fields of legal jurisprudence, I can only account for your letter by the belief that you must have been once too often to the latter mentioned Court before taking your typewriter in hand.

On careful perusal of your indictment, I can find no defense for your client's conduct, but do find a charge against my client, and that is that Mr. Akers was caused "acute mental anguish." If your client wishes to enter suit for damages on this account, please bear in mind that he will have difficulty in proving that he has a mentality that is capable of anguish, either acute or obtuse, as his actions hitherto have not given proof thereof. I seriously doubt if the mentality that would throw typewriters, office chairs and other bric-a-brac through glass partitions in derogation of the rights of others, is capable of any anguish whatsoever, and I think my client will establish beyond peradventure, through the statistics now being derived on the March Drive, that while Division 2 is the Paramount Division, the leader of Division 3 is lacking somewhere. As his actions prove that he has plenty of "pep," I will leave to your imagination what the specific lack is to which I refer.

I take it that the Haig (and Haig) Tribunal to which you refer is situated beside the Bush Mill on the Green River, and that all claims must be entered in Black and White. While my client does not threaten to wield the Big Stick at such Tribunal, it is probable that he will bring with him his justly famous Canadian Club.

Yours to the bitter end,

H. MINOT PITMAN.

Editor's Note—H. G. Ballance, Leader of Div. 1 manages to stay out of this action somehow.

EVERY PAGE OF THIS ISSUE
CARRIES NEWS THAT YOU
SHOULD READ. LEARN MORE
OF YOUR CORPORATION.

In the Old Days



Ten years ago and now are two different times, so they tell us.

The Accessories Manager used to welcome the exhibitor as shown in the left-hand picture, but today, well—today we have built up an accessories department efficient in every line, manned by gentlemen in every sense of the word and every member of the accessories department is a service giver.

Mel Shauer, General Manager of Advertising Accessories Sales Department is constantly jumping here and there over the country, keeping up the reputation of our Accessories Department and seeing that the exhibitors get the service they should have.

PEP 

100% Paramount Spirit

H. F. Neill, city salesman at Cincinnati, has been dubbed "THE MAN WHO CAME BACK."

Ten years ago he was a vaudeville actor who delighted his audiences with his singing of popular songs. If the "movies" hadn't claimed him, he probably would have developed into a favorite Broadway star. As it is he is a star in our sales organization.

But the lure of the footlights was strong within him, and when the "SHEIK" was released, he decided to combine business with pleasure by singing the song in those theatres that he had sold the picture. Result? The exhibitor was pleased by this bit of helpful exploitation, Neill got a lot of fun out of it, and the company received a little more money for the picture. That's what we label pure, unadulterated, 100% Paramount spirit!

Has The Photoplay Progressed?

Lee Dougherty, Veteran of Film Veterans, Recalls Important Milestones of Industry During His Twenty-six Years of Service

The approaching tenth anniversary of Paramount has recalled to the mind of Lee Dougherty, film editor at our West Coast studio, the fact that there are today comparatively few screen workers who can date their association beyond the ten-year mark. Mr. Dougherty himself points with pride to twenty-six years in the industry—perhaps a record in the brief history of the screen. Commenting upon the progress he had seen, this veteran of veterans had this to say the other day at the studio:

"The first motion pictures were 'pictures that moved'—and nothing more. The first one I ever saw was called the 'Eidoloscope' and we used it as an intermission entertainment at the Boston Museum where I was stage manager in the summer of 1896. I believe the "Eidoloscope" was the first American made projector. Flickering all over the screen, it yet served to project pictures of a bicycle parade on Fifth Avenue, a short scene of a bull fight and a few glimpses of a man sawing wood."

"That marked my introduction to the motion picture. We've been on friendly terms ever since. Motion pictures continued to be news 'dailies' and scenics until 1903 when the first attempt to inject a story into the picture was made by the Melies brothers, Gaston and George, of France. They had previously made 'trick' pictures. This venture was a fairyland thing with a crude story.

"We made such things as the pictorial life of a policeman or a fireman; Joe Jefferson at his home and similar subjects. But it was not until an English company produced 'The Poacher' with the first chase ever recorded that we awoke to the story possibilities. This film won enormous popularity.

"As far as I know, 'Hiawatha' was the first American-made motion picture that claimed to have a story. Really it was little more than a succession of scenes connected by labels. There was no drama of any sort. Shortly after that we made 'The Pioneers' in the Adirondacks. It had a thin Indian story—but a story nevertheless.

"At this time, the old Biograph company had a studio on top of a business building on lower Broadway, New York. We used to build our sets of painted canvas on a turntable so that we could follow the sun around with the set. Of course sunlight was the only kind of illumination. For a time the film used was about the size of the present-day pocket camera film and the camera was a portable dark room which not only held the lens and film but the cameraman as well. He used to crawl inside and the camera was put in place by four strong men who carried it from place to place.

"The first comedy was made about this time. It was called 'Personal' and consisted almost entirely of chase scenes. The public went wild about it and it played for seven weeks at Keith's Union Square theatre.

"For the next three or four years comedies and dramas which consisted of an excuse for a chase were produced to the exclusion of everything else. It was not until 1908 that a picture without a chase was made. The story was written by Frank Woods, now chief supervising director of our west coast studio. D. W. Griffith directed it. Of course it was only one reel in length; that was the standard size. But this picture was quiet drama—without a chase. It was called 'After Many Years,' and the producers were not optimistic about its success. But it did succeed and thereby marked the beginning of a new era.

"The first attempt to make a two-reel picture was a film version of 'Enoch Arden' with Wilfred Lucas in the title role. Another company had made 'The Life of Moses' in five reels before this but it was released serially. 'Enoch Arden' was

(Continued on page 10, 1st Col.)

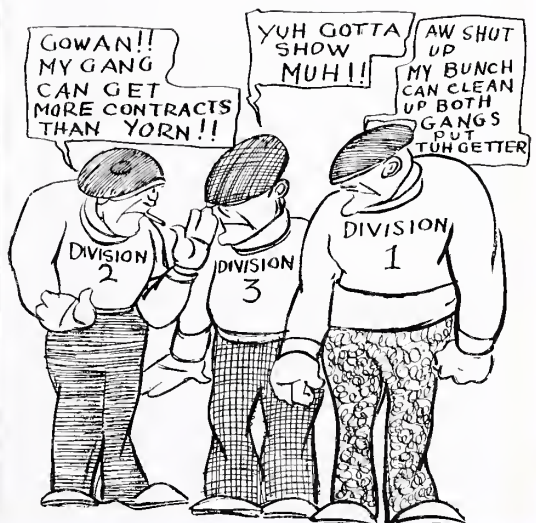
St. Louis Loose Leaves

By A-Mike Vogel

It even goes further than motion pictures in this exchange. Paramount is leading the field in the City Bowling Tournament. The bearers of our proud escutcheon are Capt. Timborious, Cliff Bert, John Koenig, and Johnny O'Brien, with a team average which flirts with 190.

Lou E. Vogel, the recent addition to our sales force, was last with the company at Minneapolis. Lou is no relation of your correspondent, and outside of getting my laundry, and some of my select 'phone calls, the similarity of name is by no means obnoxious. And if all other recommendations fail, Lou comes from the Bronx.

Boss Saunders was in for a short while last week, and of course brought some new stories, which to date, have returned to your correspondent, one lunch, three cigars and two free car rides. Come often, boss, say we.



How Movies Have Influenced Magazines

By Glendon Allvine—Home Office Publicity Dept.

Walk up to any newsstand and ask the man which magazines sell most briskly. He'll tell you, unless his stand is in a location which is not typical, "The movie magazines."

If he has been selling magazines at that same stand for the last ten years, which he probably hasn't, he may confide that things are not what they used to be.

"Ten years ago," he will philosophize, "in case a lull in the raking in of coins gives him opportunity for reminiscence, 'I used to sell 'Harper's Weekly' and 'McClure's' and 'The Youth's Companion.' Where are they now? Crowded out by the old familiar faces of movie queens on these magazine covers. Look at the color in these covers, the beauty of the girls that smile at you until you reach for the magazine with one hand as you reach into your coin pocket with the other. Sell? You said it.'"

More than one million and a half persons buy movie magazines every month. No other class of magazines has so great a newsstand sale. The "Saturday Evening Post," of course, is in a class by itself as the biggest periodical bargain available for a nickel. The women's home magazines, whose combined circulations run into many millions, have a comparatively small newsstand sale because they are delivered by mail into the homes. But the moving picture magazines are bought, very largely, hot off the stand.

Ten years ago only one man, J. Stuart Blackton, had seen the field for a magazine of the movies. In December, 1910, he established the "Motion Picture Magazine" whose success as one of the Brewster Publications has led to the founding of "Shadowland," "Motion Picture Classic" and "Beauty."

Not quite ten years ago saw the establishment of "Photoplay," which today has a circulation of half a million each month. "Picture Play" has a growing circulation now in excess of 120,000 each month.

Only the last year these magazines entered the weekly field, and now each week "Pantomime" and the "Movie Weekly" each have circulations approaching a hundred thousand.

All of which has served to impress upon editors of other magazines the great interest readers have in motion pictures. "Vanity Fair" launches in its current issue a motion picture department. Other magazines are devoting more and more space to this entertainment which has, within a decade, caught hold on us all.

Albany Squibs

By L. Nachman

John D. Howard, Exploiteer, returned recently from a trip out of town, with a swollen eye. It had all the ear marks of a black eye without the black. As it hasn't taken on the "branding color," we'll have to take his word for it that he caught cold.

Madge Stimmel, our "Deitor" has laryngitis. We gave her this so she wouldn't talk so much. Anyway, all kidding aside, we hope you will get better very soon, Madge.

Miss Dollard, our Billing Clerk, has been home a week with the gripe. We all wish her a speedy recovery.

In the Making

Productions at the West Coast in the making are "Over the Border," directed by Stan-laws, with Betty Compson and Tom Meighan; "The Woman Who Walked Alone," directed by George Melford, featuring Dorothy Dalton, with Milton Sills and Wanda Hawley in important rôles; "The Ordeal," directed by Paul Powell, starring Agnes Ayres and Conrad Nagel as leading man; "Val of Paradise," directed by Joseph Henaberry, co-starring Bebe Daniels and Jack Holt; "The Dictator," directed by James Cruze, starring Wallace Reid; "Our Leading Citizen," directed by Alfred Green, starring Tom Meighan.

Here's Your Chance

By C. E. McCarthy

Want to have some fun—and do a lot of good?

Here's your chance!

The March issue of the "Ladies' Home Journal," now on the newsstands, carries a full-page Paramount advertisement. The message of this advertisement is that everybody who wants to make sure his evening's entertainment is good entertainment should call up his favorite theatre and ask "Is it a Paramount picture?"

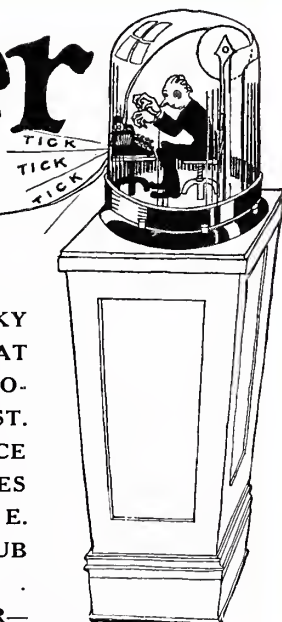
Now, here's where you come in. Exactly! You guessed it right the first time!

Call up your favorite theatre and ask the person on the other end of the wire if the picture they are showing is a Paramount picture. If she says "Yes," you say, "Good! I'm going then." If she says "No," you ask "Why not?" If she asks "Why?" you come back with "Paramount pictures are the best, aren't they?"

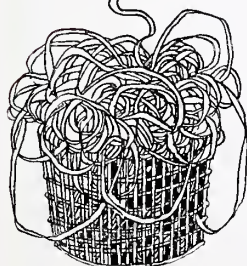
Get your friends to do the same thing. You'll have more fun than you imagine, and you'll also be doing a tremendous service to the company. For this reason: "Scattered all over the United States are Paramount exchanges, located in the biggest cities. If all the Paramount employees and their friends make known their preference for Paramount Pictures, you can see the powerful impression this combined telephoning will create.

So, go to it! Get on the wire now!

Pep's Ticker



LONG LIVE FAMOUS PLAYERS-LASKY CORPORATION WITH ADOLPH ZUKOR AT THE HEAD . . . S. R. KENT VISITED TORONTO LAST WEEK . . . HARRY ROSS, DIST. MGR. AT DETROIT, VISITS HOME OFFICE . . . READ WHAT THE SALES EXECUTIVES WERE DOING TEN YEARS AGO . . . W. E. SMITH IN AGAIN . . . PARAMOUNT CLUB BALL TO BE WONDERFUL EVENT . . . BOXES GOING FAST FOR THIS AFFAIR—LIST OF BOXHOLDERS PUBLISHED NEXT WEEK . . . ZUKOR-LASKY TEAMS AT NEW YORK EXCHANGE PREPARING TO DECIDE THE WINNER . . . GEORGE SCHAEFER SAYS NEW ENGLAND EXCHANGES WILL FINISH ONE, TWO AND THREE, RESPECTIVELY . . . BUX SAYS NOT A CHANCE . . . JOHN CLARK WANTS TO KNOW WHO'S TRYING TO BEAT PHILADELPHIA . . . EVERYBODY'S OUT TO BEAT EACH OTHER . . . WILLIAM deMILLE HAS DONE WONDERFUL WORK WITH BROADHURST'S "BOUGHT AND PAID FOR" . . . TURN IN THOSE CONTRACTS ON "THE MISTRESS OF THE WORLD" . . . HOME OFFICE ENTERS SIX BOWLING TEAMS IN EVENING WORLD BOWLING CHAMPIONSHIP TO BE HELD AT THUM'S . . . AND TO THINK THAT TEN YEARS AGO OUR ADV. AND PUB. DEPT. WAS JOHN FLINN AND A TYPE-WRITER . . . AKERS OUT WEST SOMEWHERE . . . COMPETITION IS SO KEEN BETWEEN THE THREE DIVISIONAL SALES MANAGERS THAT NEW STAINED GLASS HAS REPLACED THE OLD IN THEIR OFFICES . . . T. H. . . . RALPH KOHN IS BACK FROM GERMANY LOOKING HAIL AND HEARTY .



All Hail to the Greatest —

A Toast to Him Who Dared

1912—1922

Did you ever stop to realize,
Perhaps you never cared,
Who's Daddy of our industry?
A Toast—to him who dared.

Ten years is mighty long ago
When none his problems shared,
But pluck and foresight won the game.
A Toast—to him who dared.

It took a stalwart mind to win,
When others all declared
"It can't be done"—and so I say,
A Toast—to him who dared.

It was a fight; a tough one, too,
For weaker hearts despaired,
Till one with courage took the helm,
A Toast—to him who dared.

So let us give a toast sincere,
Paramount, old and new—
A pledge to Adolph Zukor—
Our President—to you.

JOHN D. HOWARD,
Albany Exploiteer.

Has the Photoplay Progressed?

(Continued from page 7)

released as a single unit. That was in 1911—only eleven years ago.

"The first genuine feature film ever made was Famous Players' production of 'Queen Elizabeth' in which Sarah Bernhardt starred. That came a year after 'Enoch Arden' and marked the real birth of the photoplay. Mme. Bernhardt is to visit the United States in a few months, I believe, to join in the tenth anniversary celebration of this event.

"That was only a decade ago. In the intervening years the photoplay has progressed as far as the stage play progressed in three hundred years. It developed an original dramatic form and the histrionic art to convey its ideas. It has called to its colors the flower of the literary talent and the best actors of the world. And it has only begun to achieve the greatness that is in store for it."

Dougherty, in addition to his record service, has the unique distinction of having been the first scenario editor. He it was who selected the stories for the early one-reelers, paying the magnificent sum of five dollars per idea. Eventually this sum reached thirty-five dollars for a one-reel plot and seventy dollars for a two-reeler. That, too, was only ten years ago. Today the producer spends thousands of dollars for his story alone and he secures the services of the leading figures in the contemporary world of letters to supply him.

Yet there are those who say the photoplay has not progressed!



the
exploiteer
tells me

When a man once asked the boss for a job, he advanced as one of his qualifications the fact that he was a newspaperman and "knew just what the editors would take." Mr. Saunders said he wanted "somebody who didn't know what the editors would take and would make them take it."

The "Movie News," published by the Plaza, Princess and Royal Theatres, Sioux City, Iowa, needed a jazz story on "One Glorious Day." A fine press agent yarn was written by Eleanor Hastings Horne, wife of the Omaha Exploiteer.

There haven't been any funny cracks from the exploiteers lately.

The hospital list—ward of broken arms:
Norman Dixon, Oscar Kantner, Kenneth Renaud, John Ingram.

The best stunt of the week belongs to Eli Orowitz. He plugged "Saturday Night," in Shamokin, Pa., using Walter Lindlar's lobby idea of a pair of bath tubs in front of the theatre. Eli took an ad in the papers offering \$25 to any man who would get into a bathing suit and sit in the tub ten minutes. The mayor of the town objected, which made it better still.

All the boys have turned good tricks for Paramount Anniversary Week. There'll be an Exploiteer on them soon.



Adv. a Decade Ago

(Continued from page 5)

more space, and from that time to this, Famous Players-Lasky has dominated the field in its advertising and publicity.

In those old days (only ten years ago) there was no advertising department when John Flinn came along in the Lasky regime, the advertising department was John Flinn and a typewriter. Today it is a huge department in itself, employing experts in every line of advertising and publicity endeavor, dealing with huge sums of money spent in making the name Paramount synonymous with great motion picture entertainment.

And today the advertising and publicity of Famous Players-Lasky is bringing the huge returns in money and prestige that have made the company the foremost in this big industry.

Of Movie Brands — PARAMOUNT

Allegiance to Paramount



Here they are!

The merry tribe of Omaha-ha gathered in happy conclave on the plains of Paramountia to proclaim to Big Chief H. I. Krause, known among pale-faces as Branch Manager, that they're with him to the last man—and girl—on his drive to make Omaha's record in the big TENTH ANNIVERSARY CAMPAIGN a whooping success!

Take the cotton out of your ears, boys and girls, and lissen! For they're singing, "Over the Top of Para Mount; watch us scalp all records!"

Their names?

Left to right: Herbert I. Krause, Branch Manager; Max Rehfeld, Accessory Manager; Mrs. Nell Hannon, Inspector; Miss Goldie Lefingwell, Inspector; Miss Mary Ryan, Inspec-

tor; E. N. MacFarland, Salesman; Mrs. Dorothy McCracken, Chief Inspector; Melvin Goldstrom, Shipping Clerk; Miss V. Holmquist, Inspector; Paul Hannon, Poster Clerk; Harry Smith, Poster Clerk; Miss Minnie Allai, Accessory Clerk; Miss Edith Banan, Assistant Booker; Miss Ann Barmish, Stenographer; Glenn Jastram, Booking Manager; Miss Nellie Finn, Stenographer; Miss Julia Leahy, Contract Clerk; Miss Ethel Furrey, Assistant Bookkeeper; and A. F. Winstrom, Salesman.

Of course this doesn't include ALL of the Omaha rooters. The other salesmen were out in the "sticks" singing that popular song entitled, "Sign Here," and Harry Tardy, Chief Accountant and Mrs. Mary Doyle, his assistant, were out wrestling with something-to-eat. "WATCH OMAHA!"

H. G. BALLANCE'S CONCEPTION OF THE FINISH





Do You Know Them?



This photo was taken ten years ago. It is of Mr. Jesse L. Lasky and David Belasco, two of the most prominent figures in the photoplay and legitimate respectively of today.

DEP *W.H.*

Recognize Him?

**Wallace Reid**

As They Are Today



Ten years ago George Broadhurst and William deMille were the most envied playwrights in New York City. Both had dramatic successes playing on Broadway that outshone all other contemporary plays — Broadhurst's "Bought and Paid For," and deMille's "The Woman."

Today they are again simultaneously in the limelight. William deMille has just completed his screen adaptation of "Bought and Paid For," and George Broadhurst is loud in his praise of the producer's success!

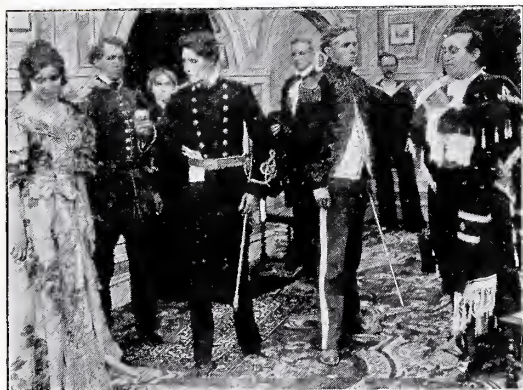
The friendship which dates back to the days of their first simultaneous success has survived to this day. At that time they were prevailed upon to be photographed together. During Mr. Broadhurst's recent visit to the Lasky studio where he viewed the film version of his play, they were again photographed.

Following the showing of "Bought and Paid For," for the author's benefit, Mr. Broadhurst gave his unqualified approval to the William deMille production. He said:

"This is my first motion picture of no regrets. I am delighted with William deMille's screen adaptation of 'Bought and Paid For.' No other man could have succeeded as he has succeeded."

An all-star cast appears in this picturization of the famous drama. Agnes Ayres, Jack Holt, Walter Hiers and Leah Wyant form the quartet of principal characters.

George Melford—Actor



Can you recognize him in the striking scene from a drama of ten years ago? He is there alright and is the center figure in the above group. Who? George Melford of course, better known to us now as one of our leading directors and producer of such productions as "The Shiek," "Moran of the Lady Letty," etc. In the photo left to right they are Alice Joyce, Raymond Myers, Jane Wolf, Carlyle Blackwell, George Melford and Herman West.



Here is another view of Actor Melford in a Spanish role taken ten years ago while playing opposite Alice Joyce, who can dimly be seen in the window.

"When enacting this role," said Mr. Melford, "I was far away from 'Shieks' and other big productions."

Our Little Gloria



Gloria Swanson

Little did Gloria Swanson realize that when she posed for this picture she would pose for many thousand more, including motion pictures. This is Miss Swanson ten years ago.

Miss Swanson entered the motion picture industry as a Mack Sennett girl and has climbed to the top rung of feminine stardom.

Charming and Beautiful



Gloria Swanson is that and some more in her 18th century polk bonnet that she wears in the fate scene in "Beyond the Rocks."

The bonnet was designed by Ethel Chaffin, our designer at the west coast studio.

Two Shots a Decade Ago



First, for your approval, ladies and gentlemen, we reproduce a gripping scene from a drama enacted at one of our studios ten years ago, illustrated by Charles Ogle, Mrs. James Neil and the villain.

The above photo shows the tremendous set for this production, this set involving two hand-painted walls and about four pieces of property for the so-called lavished scene.



This photo shows the close-up of the villain entering and demanding of Charles Ogle that he either tear up the child or give him the papers.

Such was studio photography ten years ago.

It Was in the Old Days



—that the cameraman secured a shot of the above group.

It is a wonderful thing to be able to possess such photographs as we do to date and study the characters in it and see where they stand today.

In the photo they are, left to right, standing: Oscar Apfel, Max Fignian, Chas. Richman, Wilfred Buckland, Theo. Roberts, Rob Edeson, Edw Abeles, Cecil B. DeMille.

Seated, left to right: Lalita Robertson, Jesse L. Lasky and Bessie Barriscale.

Jesse L. Lasky Announces

Irvin Willat has been engaged to direct the big special production of "The Chattle," with Dorothy Dalton. Mr. Willat will be recalled as director among other pictures of two Paramount-Ince specials, "Behind the Door" and "Below the Surface."

Would You Take a Chance?



You can tell the world we wouldn't, with Guy Wilkins, cameraman, Adelaide Cameron, manuscript clerk; William deMille, director, George Hippard, asst. director, Agnes Ayres and Jack Holt guarding these genuine jewels secured for the production "Bought and Paid For," directed by Wm. deMille.

Mr. deMille believes in giving the screen lovers the real thing and they had many thousands of dollars worth here.

McAvoy to Play Opposite Swanson

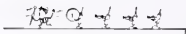
May McAvoy is to play the important rôle of sister of Gloria Swanson in the latter's new star picture, a Sam Wood production, "The Gilded Cage." The little Realart star will have one of the finest acting parts of her career in this film. Elmer Harris is writing the screen play suggested by Ann Nichols' play of the same name. David Powell is leading man, coming direct from London to do the rôle. This is a powerful cast and in line with the company's policy of making every picture attractive as possible to the screen public.



Another View of Rodolph



A striking contrast indeed is Rodolph Valentino in his polo regalia against that of a deckhand in "Moran of the Lady Letty," showing that he can carry these extreme ends of characterization with ease.



Shirk Says:

In the studio this week the South American country is well represented by generals and aides in gold-laced uniforms with epaulets heavy with gold bullion fringe; common soldiers with muskets and pointed caps and other interesting reminders of the country to the south of us. This is all for "The Dictator," Wallace Reid's new picture directed by James Cruze. Lila Lee is leading woman. Agnes Ayres is getting into some of the dramatic scenes of "The Ordeal," her new star picture directed by Paul Powell and written by W. Somerset Maughn, adapted by Beulah Marie Dix. George Melford in his new Production, "The Woman Who Walked Alone," featuring Dorothy Dalton, has some of the most striking scenic effects that could be imagined. Wonderful interiors such as baronial castles, scenes in South Africa with the mounted constabulary, exteriors in the veldt country and in the mountains of the Moon, all will render this a striking picture. Milton Sills is leading man and Wanda Hawley has a fine part. "Blood and Sand" will start soon with Fred Niblo as director and Rodolph Valentino as star. June Mathis is supervising writer and the story is one of Blasco Ibanez' best. The story of Spain's national sport has never been better told and the stellar part will be one of great strength.



Leaks from HOLLYWOOD

Lila Lee will play the wife in "Blood and Sand," starring Rodolph Valentino. Fred Niblo to direct and June Mathis is writing the play for the screen from the Ibanez story.

Beginning with "Beyond the Rocks," the pictures directed by Sam Wood will be known as "Sam Wood productions."

Gloria Swanson will have a tremendous rôle as the King's Favorite in "The Gilded Cage"—a famous stage celebrity who makes a great sacrifice for her little sister, played by May McAvoy. Miss Swanson will appear as a blonde-haired beauty in this story, for a part of the time, the blond tresses being assumed as a disguise in a sense. Elmer Harris is writing the story.

Beulah Marie Dix, who adapted "The Ordeal," W. Somerset Maughn's story, starring Agnes Ayres and directed by Paul Powell, is a descendant of one Morris O'Brien, all of whose six sons fought beside George Washington. But Miss Dix prefers pen to sword, believing in the old adage about the former being the mightier of the two.

Theodore Kosloff runs "Old Sleuth," "Niek Carter" and "Old King Brady," a swift race in the matter of rapid disguise in his rôle of Dr. Rivas in "The Dictator," a Wallace Reid picture, directed by James Cruze and written by Walter Woods from the play by Richard Harding Davis. He disguises himself as an old man with whiskers and goggles so completely that even the director hardly recognized him when he appeared on the set. Kosloff has long since demonstrated the fact that, aside from being a great dancer, the man who brought the Imperial Russian Ballet to Los Angeles, he is a wonderfully clever actor and make-up expert.

"The Woman Who Walked Alone," is the final title of the George Melford production featuring Dorothy Dalton and including in the cast, the former Realart star, Wanda Hawley, and Milton Sills. The original story by John Colton, adapted by Will M. Ritchey, was called "The Cat That Walked Alone"—a somewhat misleading title.

Thomas Meighan's set, representing the exterior of a newspaper office for "Our Leading Citizen," a George Ade original directed by Alfred Green, was a busy place on Washington's Birthday—for war had just been declared and Wingfield, the scene of the story, was all excited as the extras came from the press.

Betty Compson is expected back the first of next week—or approximately March 1—to finish.
(Continued in next col.)

A Rare Photo



It is seldom that we are able to get a photo of this caliber for the columns of PEP as the get-togethers of these gentlemen are few and far between.

The photo was taken at the West Coast Studio upon the recent visit of Mr. Adolph Zukor and Sidney R. Kent, there to confer with Mr. Lasky on production activities for the coming year.

In the photograph from left to right they are: Herman Wobber, West Coast District Manager; Jesse L. Lasky; S. R. Kent and Adolph Zukor.

More Leaks

(Continued from preceding col.)

ish up "Over the Border," at the studio. This is a Penrhyn Stanlaws production and she and Tom Moore are heading the big cast. They have been in the snow for weeks and will be glad to get back to town. Albert Shelby LeVino, the clever writer, adapted this story from a short yarn by Sir Gilbert Parker.

And from Mesa, Arizona, comes word that the Jack Holt—Bebe Daniels company will soon return to do interiors for "Val of Paradise," at the studio. Rollin Sturgeon is at the directorial helm. This is another Vingie E. Roe story adapted by Will M. Ritchey, ex-newspaper editor and now a dyed-in-the-wool scenario expert.

And soon Summer will be here—or Spring. As the poet has it—"If Winter comes, can Spring be far behind?" and everyone around the studio will be happy to see the warm weather and sunshine, for even in Sunny Southern California, they do have their rainy days and this year has been rather worse than usual.

Walter Hiers observes smilingly: "In some rocks we find the fossil footprints of fishes."

"Thin people are very thick in this neighborhood."

"Women are very similar in one way—there's no two of them alike."

Next!

Help Swell the Jewish Relief Fund



The Pepville Gazette



Vol. 6. No. 35

MONDAY, MARCH 6, 1922

Price: Just the Same

THE PEPVILLE GAZETTE
PUBLISHED WEEKLY
Entered at the Postoffice through the Mail Slot

Editor's Office:
Same Place as the Same Place
Last Week

Weather—
Wonderful in Palm Beach
Try and Get There

What's the Use?

Sam boarded a trolley, and after a few whispered words with the motorman shuffled to the exit door at the middle of the car, where the conductor collected fares.

The conductor asked: "Why do you want to get off so soon, Sam?"

"Well, suh, Ah wants ter go ter Sixty-seventh an' Cedah Avenoo, an' de motah man he say dey ain' no Sixty-seventh an' Cedah Avenoo!"

The conductor replied: "Well, there isn't!"

Sam continued: "Well, den what's de use of me goin'?"

Not Needed

A book agent approached a farmer.

"Sir," said he, "those are mighty fine boys of yours."

"They are, stranger. The finest in this part of the world."

"I reckon you would buy them anything they want."

"Why, sure, stranger, I buy them anything they need, whether they want it or not."

"Then, sir, let me sell you an encyclopedia for them. There's nothing else that will benefit them so much."

The farmer looked at the agent in astonishment. "Why, stranger," said he, "them boys of mine don't need no cyclopedias. They ride horses!"

Different

"It's just as wrong to gamble when you win as when you lose."

"Yessah," answered Rastus. "De immorality am just as great; but de inconvenience ain't."

A GOOD JOKE

Pat died a few days ago and Mike, while seated with the rest of the mourners, burst forth into laughter. When he returned home, his wife said: "What was the idea of laughing at Pat's funeral?"

Mike: "Well about two weeks ago Pat told me he didn't believe in heaven or hell, and while I looked at him lying there so peacefully, it just came to me that he was all dressed up and had no place to go."

Too Late

"Were you trying to catch the train?" asked the station master to the puffing George Weeks who entered the shed as the train was leaving.

"Oh, no! I merely wanted to chase it out of the station," sarcastically replied George.

Old, But Still Good

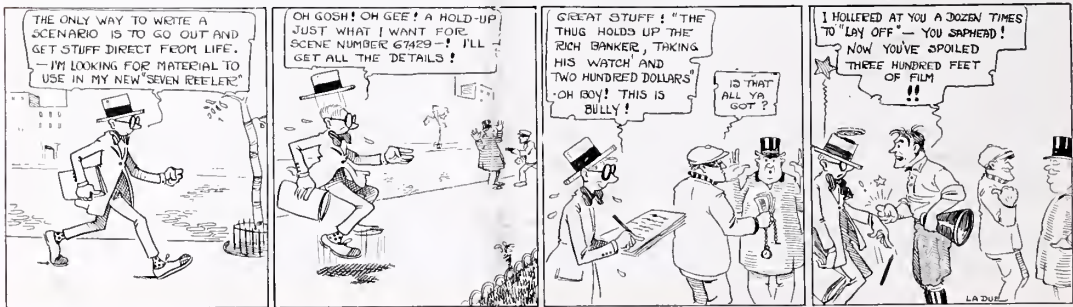
Joe—See that Girl?
Moe—Yes.
Joe—Well, she's so dumb she thinks Violet Ray is Charley Ray's sister.

LAST MINUTE NEWS

JACK HOLT TO DO "MAN UNCONQUERABLE."
"THOSE WHO WALK IN DARKNESS," BETTY COMPTON'S NEXT.

DALTON AND HOLT TO DO "THE SEA BRIDE."

AMBITIOUS AMBROSE FINDS MATERIAL



PARAMOUNT PEP



OUR PORTLAND, MAINE, STAFF

Look Out For The Counter Attacks— Ten Thousand Theatres Will Celebrate

Five Thousand Estimated to be Booked Solid for the First Week

Nearly five thousand theatres on the continent have been booked solid for the week of March 5th with Paramount pictures.

The bookings for the second week according to statements to date from the distributing department exceed that number and include many continuations from the present week, representing in those instances, two solid weeks given over to the exclusive showing of our product.

It is estimated that between nine and ten thousand theatres will have participated in the drive before the month is over, to the extent of at least one solid week and approximately one half of that number for two weeks.

The extensive publicity and advertising campaign which has been carried on thru our home office publicity and advertising department under Jerome Beatty, has met with enthusiastic approval of the many exhibitors celebrating with us on this drive.

The sales staff out of every exchange, has worked as they never worked before to tie in the exhibitors on this profitable drive, which eclipses anything yet inaugurated by our organization.

The results of the drive will be given to you in PEP just as quickly as they can be compiled by the executives at the home office.

Year's Greatest B. O. Picture

Upon his return from the west coast, S. R. Kent, General Manager of Distribution, was highly enthusiastic over "Beyond the Rocks," starring Gloria Swanson, directed by Sam Wood.

Commenting on this production, Mr. Kent said, "the more I saw of 'Beyond the Rocks,' which was being edited when I was in Hollywood, the more it grew on me. In my opinion it will exceed anything we have had this season as a B. O. drawing card. It has every desirable element that a motion picture should have.

"The leading figures in this production, alone, should prove a wonderful drawing power to the public. Gloria Swanson as star, Rodolph Valentino playing opposite, originally written by Elinor Glyn for Miss Swanson, and directed by Mr. Wood, all place a tremendous value on the production before exhibition."

Utilizing the Ad

Rick Ricketson, Exploiteer at Salt Lake, recently put over a scheme with our "Saturday Evening Post" ad.

Mr. Ricketson had blotters made, reproducing the ad, and sent them to bankers, teachers, leading men, prominent social workers and other important people thruout his territory.

At the top of the blotter is a reproduction of the photographic view of the ad. Under the photograph is a caption "Not All Pictures are Paramount Pictures, but most of the good ones are."

The Right Way

Mr. T. B. Warford, Accessories Manager of Oklahoma City—which Exchange is doing a wonderful accessories business for one of its size—believes in spreading proper sales information on his accessories.

He starts his campaign **within** the Exchange. No one is neglected. No one can dodge Warford. When he gets thru with the office force, he works on exhibitors and talks personally to every one who comes in to the office. Furthermore, he inspects and supervises every order that is placed for accessories. By the time he finishes with them they are polished up to a high degree. Boys, this gets results in accessories sales!

Even the walls of the Oklahoma Exchange talk accessories.

Weeks and the Trademark



George Weeks plans great use for our Paramount trademark in his battle for supremacy on the March drive.

After You've Reached Your Objective

The Front Cover

We present the first appearance of the Portland, Maine, Exchange personnel and Paramount Pep Club, under the personal direction of L. F. Britton, Branch Manager.

This is one of our newest exchanges, which has been recently opened, and naturally in the opinion of everybody in the freezing State, it is the best exchange in the world.

Robert E. McIntyre, special representative, is responsible for the interior arrangement of the exchange.

Our Portland, Maine, exchange is the only up-to-date film exchange in the entire State, and the offices are simply but adequately furnished, including fine exhibition room and projection booth and up-to-date storage vaults.

The Accessories Department is fitted with the new standardized steel bins and the exchange as a whole is laid out in accordance with the latest regulations adopted by F. V. Chamberlin, our General Service Manager, at the Home Office.

This baby exchange makes three in New England now that come under the supervision of George J. Schaefer.

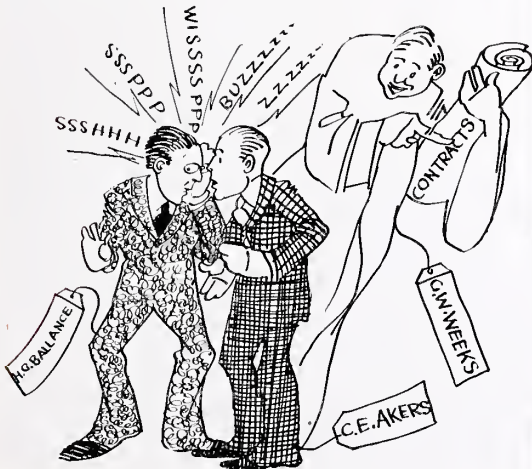
The exploitation is being handled by John P. McConville of the Boston Office, who is commuting between the two offices.

In the photo they are:

Back Row—H. H. Goldstein, Trav. Rep.; Miss Sara Gildart, Inspector; Edward Bradley, Booking Manager; L. F. Britton, Branch Manager; G. W. Blen, Trav. Rep.; J. A. Conwell, Accessory Manager.

Middle Row—Miss Alice Siteman, Inspector; Miss Mary McDonough, Chief Inspector; Miss Marion Conley, Chief Accountant; Miss Margaret Coyne, Stenographer Contract Dept.; Miss Dagmar Peterson, Accessories Cashier.

Front Row—Victor Carey, Operator; Miss Sadie Conley, Stenographer Booking Dept.; Miss Lillian Seavey, Inspector; Kathryn Conley, Form 40 Clerk; Miss Barbara Casey, Inspector; William Reardon, Shipper.



Detroit Go-Getters



The above photo was shot at one of the spirited Ross-North sales meetings.

The smiles on the boys' faces were brought about by the contemplated title they have given this photo, which is "The bunch that grabbed first honors in the Anniversary Drive."

Reading from left to right (seated)—Mr. Harry A. Ross, District Manager; Fred E. North, Manager; Clifford Planck, Zone 4; Al. Boasberg, Alleged Exploiter; Wm. C. Lippincott, Zone 5. Back Row (standing) left to right—R. H. Ramsey, Zone 2; G. A. Robb, Zone 3; Fred Wilson, Zone 2; A. G. Goldener, Zone 7; J. E. Ryder, handling "Mistress Of The World."

A Good Sale

In a letter to H. G. Ballance, Allan S. Moritz, Branch Manager at Buffalo, calls our attention to a sale made by L. Wolfe, salesman out of the Buffalo office. Recently Mr. Wolfe being forced to stop over at the small town of Dansville to change trains, dropped in on the exhibitor for a chat and incidentally spoke of "The Mistress of the World."

He did not have a press book or any other material on this particular production with him at the time, but made the sale in the following way:

"The thing I sold Mr. Trass," said Mr. Wolfe, "was solely an idea and the idea was in the form of being something entirely different from anything he had ever booked or even heard of and something that was big enough for him to get behind to class as a super-special from the spectacular and sensational standpoint and something also that would have story and continuity great enough to bring his patrons back to his theatre in throngs for the four consecutive weeks he played the engagement."

This shows that the exhibitors are ready for anything new and especially along the lines of "The Mistress of the World."

PARAMOUNT PEP

"BUT ABOVE ALL THINGS,
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees
of the
FAMOUS PLAYERS-LASKY CORPORATION
Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 6 MARCH 13, 1922 No. 36

Telling You the News

It is only fitting and proper that each one of us stop and think a minute where our news in PEP comes from.

Our motto to date has been "put action in print"—this having been inaugurated from the fact that we are sold on the idea that you want to know what the other fellows are doing. If they are doing nothing they are not active—hence our motto.

The prompt and efficient submissions of live stories and exchange news from our correspondents has been most satisfactory from every angle. Our staff embracing every U. S. exchange, West Coast studio, foreign offices, laboratory and Canadian offices, are acquainted with what Pep readers want and, unless we hear to the contrary, they are giving it to you.

Perhaps the biggest angle to consider in PEP however, is the cooperation and willingness demonstrated week in and week out by the executives of our corporation. They realize that PEP is our family book and we are always ready with any information, stories, etc., that we want to give you.

No one individual has built PEP—but each worker has realized the sense of duty toward contributions in giving the other fellow information that will prove valuable to him in his particular territory and also acquaint him with activities in every other office.

We know for a fact, for instance, that a great number of our sales stories have been put to great advantage in the territory—we know for a fact that the news from our West Coast Studio, written in the intimate vein for you, has proven good sales talk—why?—for the reason that our sales and studio executives "came across" with first-hand information which they virtually concluded would be to your advantage.

We want to continue and build up to a greater degree our sales information for the other fellow. This can easily be done if you will give it and give it quickly to PEP.

If a sales idea goes over big in your territory—let's have it so the other chap can use it—the results all count for the one big cause—Paramount.

It is only right that each representative of our corporation be acquainted with its activi-

Men We Know



With the coming of the Tenth Anniversary Drive and the many big productions that demand prompt attention for advertising purposes, keeps Jerome Beatty, Director of our Publicity and Advertising Department on the jump.

Jerry is a devoted auto fan and golfer, so when you talk autos and golf on the outside you are talking Jerry's language.

They Like It

That the souvenir booklet recently issued by the Advertising Department, entitled "200,000 Miles of Entertainment," is serving the purpose for which it was intended, is amply demonstrated by the following letter from H. H. Buxbaum, District Manager, to Jerome Beatty, Director of Publicity and Advertising:

"Whoever is responsible for this piece of work deserves a lot of credit. I think it is the best advertising medium not only for the exhibitor but for ourselves, that I have seen for a long time.

"All I can say is that I wish we had more like this. This is the kind of advertising that you can just bet helps us."

Yours truly,

H. H. BUXBAUM,

District Manager.

As recently published in Pep, three million copies of "200,000 Miles of Entertainment" have been printed for free distribution among exhibitors. The art work for the booklet was produced under the supervision of Vincent Trotta, Art Director, and the copy written by Patrick Kearney of the Advertising Department.

ties to the extent of promoting his or her interests to the betterment of good will—service—or anything that makes the exhibitor Paramount's friend. This can only be accomplished by far reaching cooperation on the part of everyone in giving beneficial news to your partners in the field.

The editors of this paper are you and me.

Good Things Never Get Old

Bring Them Back

Riesenfeld's Experiment of a Week of Paramount Supers, Daily Change Worth Watching by Other Exhibitors

The innovation planned by Dr. Hugo Riesenfeld for the week of April 9, when he will run at his Rialto Theatre, New York, seven of our biggest feature successes of the more or less recent past on as many successive days, will be watched with interest by other exhibitors, especially those first-run exhibitors who now follow a policy of weekly or semi-weekly change.

Dr. Riesenfeld has chosen as his week's program the following pictures: "April 9, George Loane Tucker's "The Miracle Man"; April 10, John Barrymore in "Dr. Jekyll and Mr. Hyde," April 11, Cecil B. DeMille's "Old Wives for New," April 12, George Fitzmaurice's "On With the Dance"; April 13, Cecil B. DeMille's "Why Change Your Wife?"; April 14, George Melford's "Behold My Wife"; April 15, Cecil B. DeMille's "Male and Female."

The Rialto experiment is likely to induce many other exhibitors to try out similar programs from time to time. As a matter of fact, the inability of picture fans to see many of these superlative productions which so many of their friends have seen and praised, just because they have once been shown and, according to the prevailing custom, have passed practically into oblivion, has frequently proved distinctly disappointing to a large percentage of the public. Well advertised, a week of these big pictures now and then should prove a tremendous box-office magnet in any of the larger houses.

Arrangements should be made in your territory now for a scheme of this sort for as the song "The Rosary" still lives, so shall the above productions.

All Exchanges—Notice

On February 28th, the Home Office received Form 102 dated January 12th, 1922, transferring the Ideal Theatre, City and State not given, from Mr. Frank Jacunato to Lillian F. Bentley.

Will the Exchange responsible for the forwarding of the above please write Mr. G. B. J. Frawley's Department giving the location of this theatre?

Write Now.

Using Bozo's Stunt

In a recent issue of PEP was an account of how Albert Boasberg, Detroit Exploiteer, had sent prepared telegrams to exhibitors which they were asked to send "collect" to the office, asking for dates on "Saturday Night" and how he had sent postcards to the Western Union representatives telling them to go to the theatre and not leave until they had gotten his message. Bamberger is now using Bozo's idea on Canada's Second Annual Paramount Blue Ribbon Week Campaign and has arranged with the Canadian Pacific Telegraph Company to provide the printed blanks, and the printed postcards, not only for the towns where they have representatives, but also for the towns where the opposition telegraph company is represented.

Getting the News



Do they read PEP?

We'll say they do. This is the Kansas City sales staff reading their latest issue of PEP.

Claud Saunders, Director of Exploitation, who was visiting Kansas City at the time, is among the crowd.

Reading from left to right they are: J. A. Muchmore, J. B. Gilday, E. P. O'Neill, William Warner, J. H. States, R. C. LiBeau, Maurice Schweitzer, R. J. McManus, Claud Saunders and H. P. Kingsmore.

Blue Ribbon Week Coming

The principal part of everything is the beginning. That is why Canada has already done a lot of work on the promotion of the forthcoming Paramount Blue Ribbon Week in Canada, which this year is the week of April 17th.

Special slides, 1 sheets and 3 sheets have been prepared for free use of exhibitors and we will give them the last Paramount Week heralds which were not used in Canada.

The preparation of the national advertising is well under way and the 1st of March, after the 10th Anniversary drive is completed, will see the entire Canadian staff working like they never worked before to make Blue Ribbon Week, 1922, a record-buster in every way and something in which the Home Office executives may well take pride.

St. John, N. B., Forms Paramount Club

First Get-Together Marked by Successful Skating Matinee

R. M. Carson, our correspondent at St. John, N. B., Canada, advises us that a Paramount Club has been formed in their office with the following officers:

Mr. A. ZukorHonorary President
 Mr. Geo. W. Weeks.....Honorary Vice-President
 Mr. Wm. A. Bach.....Honorary Second Vice-President
 Mr. Geo. A. Margetts.....President
 Mr. Ralph A. Thorne.....Secretary and Treasurer
 Mr. Ernest A. Whelpley...Chairman Entertainment Committee
 Miss R. M. Carson....."Pep" Correspondent
 Miss E. E. Garnett.....Chairman Ways and Means Committee

Activities of the club started immediately in the form of a most successful skating matinee. The real skaters in the sporting event were: George A. Margetts, Branch Manager; Ernest Whelpley, Salesman; Ralph Thorne, Booker, and Ronald Kerr, Shipper.

The boys were not stingy with their exhibition and invited the whole movie pictorial countryside to witness their duels.

So distinguished a sporting meet, of course, called for distinguished officials, with the result that Arthur Staff, professional skater of Canada, and Gladys Robinson, the world's fastest feminine skater, were starter and timer respectively.

This only marks the beginning of activities of the club in St. John and, believe us, folks, this club is going to step some.

More power to the St. John Paramount Club.

Australasian Executives



Above you see the Branch Managers and Sales Executives of our organization in Australia, taken while they were in conference at Sydney.

Reading from left to right, they are, seated: Messrs. Douglas Lotherington, Queensland Branch Mgr.; Wm. R. Hoggan, General Sales Manager at head office; C. E. Henderson, Victorian Branch Mgr.

Standing: J. A. Groves, South Australia, Branch Manager; Wm. Hurworth, New South Wales, Branch Mgr.; A. E. Glensor, Salesman, New Zealand territory.

MR. PEP SAYS:

There are ways and ways of approaching a client. Be sure you have the right one.

The Art Counts

Proof that our Art Department, under the guiding hand of Vincent Trotta, produces, is brought out in an article in the "Motion Picture World" by Mr. Sargent.

Commenting on the ad on "Just Around the Corner" for press books, Mr. Sargent says: "one of the best advertisements that ever came from Loew's Washington houses is the reproduction of the Paramount ad on 'Just Around the Corner.'"

"The cut belongs to the title just as much as does the text."

"Furthermore," continued Mr. Sargent, "a large part of the appeal is due to the skill with which the artist has done his part."

"It is better work than the average advertising drawing and far above the average pen sketching in the better class of magazines for that matter."

This is only one of the many compliments pouring into our Art Department daily where efforts are unceasing in giving to our exhibitor the best that can be had in art layouts.

PEP 



Accessories News

New Orleans accessories sales for the last month are on the upward trend.

For the week ending February 4th, the net accessories sales from that branch amounted to \$1,455.70. Mr. F. Francois is head of this Department.

Indianapolis net accessories sales for week ending Feb. 18th, amounted to \$1,148.55.

For week ending February 25th amounted to \$1,152.95.

For week ending March 4th amounted to \$1,231.22.

This is rather like going over the top for one of our "baby" Exchanges. The sale of individual items is holding up quite remarkably and Mr. A. B. Mueller, who is in charge of that Department, keeps looking for each week to be better than the one previous. He and his department want Division 2 to be right on top when the smoke clears away.

For the week ending March 4th, Des Moines sold 1,032 window cards and 313 insert cards. This is going some for an Exchange the size of Des Moines. Mr. J. J. Curry and his Accessories Department deserve a world of credit. The net accessories sales for that week amounted to \$901.42.

The Kansas City accessories sales are rocking along in nice fashion. During the week of March 4th they went over the \$1200 mark, which is evidence that Mr. F. L. Collins and his Departments are stepping on the pedal for a real showing during the Anniversary Weeks.

Buffalo turned in accessories sales during the week of March 4th, amounting to \$998.65. During this week Mr. Williams and his able assistants sold 44,550 heralds and 115 insert cards. "The beautiful part of this," says Mr. Williams, "is that this good showing was a result of the steady flow of small orders. No large individual sale boosted the total." This is the healthiest condition for accessories business.

The Cleveland Exchange has been steadily outdoing itself in accessories sales. As Andy Jackanic puts it, "We are going to hop over our accessories quota so high and so often that you will think we are a bunch of Mexican jumping beans."

Go to it, Andy. We can always raise your quota.



The Lucky One

By Al. Boasberg—Detroit

There once was an owner named Purvis,
Who, as to the future was nurvis

But later, with glee,
Shouted "Lucky," that's me,
I've just signed for PARAMOUNT survis.

Real Loyalty



Bertha Robinette

This is Miss Bertha Robinette, file clerk and telephone operator at the Indianapolis Exchange.

Recently on a wintry day Miss Robinette slipped on the icy streets, fell and suffered a broken arm.

Contrary to the doctor's orders, Miss Robinette came to work on the third morning with her arm in a cast.

All the persuasion from Mr. Muir, the office manager, to get her home was in vain and she stuck to her post.

Employees such as Miss Robinette are just the type of individual that constitute organizations and we are proud to claim this young lady as a member of our big family.

For God and Country

Likes Our Press Books

Doubtless many readers of "Pep" saw in a recent issue of "Motion Picture News," a letter to William A. Johnston, the editor, from Charles M. Stetson, of the San Diego "Union-Tribune," severely criticizing motion picture press books. Mr. Stetson was not specific in his criticism, so Jerome Beatty, our director of advertising and publicity, wrote to him asking what he thought of Paramount press books.

Mr. Stetson replied at length, offering a number of constructive suggestions. In the course of his letter he said: "I can truthfully say that press books furnished by Paramount are far better than those by Metro, First National and the lesser lights. I compliment Paramount for being the most prompt in delivery of press books to the theatres and for the best general books."

Home Office Girl



Helen W. Swayne

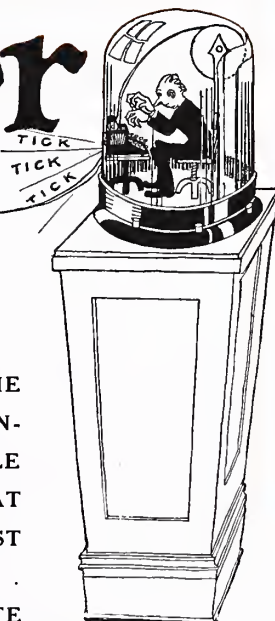
This is Miss Helen W. Swayne, the head of our contract department in the home office, under the supervision of G. B. J. Frawley.

Miss Swayne was recently selected as one of the thirty members of the American Red Cross from all over the United States to participate in the Armistice Day celebration at Washington, D. C.

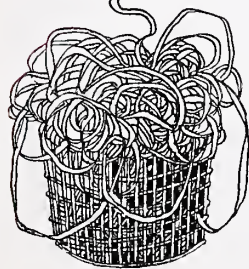
Telegrams—Did You Say ?



Pep's Ticker



WILLIAM deMILLE RETURNED TO THE COAST LAST WEEK . . . OUR TENTH ANNIVERSARY BALL GOING TO BE A WHOLE OF AN AFFAIR . . . ALL COMPANIES THAT WERE ON LOCATION AT THE WEST COAST HAVE RETURNED TO THE STUDIO . . . THOMAS MEIGHAN TO PLAY OPPOSITE LEATRICE JOY IN CECIL B. DEMILLE'S PRODUCTION "MANSLAUGHTER" . . . WHO'LL BE THE WINNING EXCHANGE ON THE MARCH DRIVE . . . READ THE LIST OF BOX-HOLDERS FOR THE BIG BALL . . . MANY EXCHANGES ARE BOOSTING THEIR ACCESSORIES SALES . . . GET BUSY AND NUMBER YOURSELF AS ONE OF THEM . . . JERRY AKERS IN KANSAS CITY THIS WEEK . . . WE HAVEN'T HEARD FROM PHIL REISMAN IN A LONG TIME—WHAT'S THE MATTER, PHIL—NO HARM IN ASKING . . . EXTRA! BILL SMITH WASN'T IN LAST WEEK . . . PERCY L. CURTIS IS NOW EDITOR OF PARAMOUNT PUNCH, OUR AUSTRALASIAN HOUSE ORGAN . . . "THE SHEIK" BREAKING ALL RECORDS IN AUSTRALIA AND NEW ZEALAND . . . THE SPRING WEATHER IS ROLLING AROUND—WHICH MEANS A BLIZZARD NEXT WEEK—WATCH FOR PEP'S RADIOFLASHES . . . SEE YO' ALL NEX' WEEK.



Be Sure of Your Steam—

Cleveland Paramount Pep Club Second Party

The second party of the Cleveland Paramount Pep Club was given last Friday night. A great time was enjoyed by all those present consisting of about fifty, including many outside guests.

It was held at the office and began around eight-thirty, getting under way by nine, speeding around ten, and pinched at midnight for exceeding the good time laws. To begin with, everyone was given a small flag when they arrived and told that when they said "Yes" or "No" to any person at the party they were to sacrifice the flag to the person that succeeded in getting them to answer with the words "Yes" or "No." The one having the largest number of flags at the end of the party received a prize. Mr. Blakely, our representative from the Morgan plant, got the prize—A bale of nice fresh hay.

They started off by screening a Mack Sennett comedy, then followed with everything from soup to nuts, dancing between courses to the tune of Uncle Ben's victrola that the club purchased a short time ago. Last but not least, came the punch. The entertainment committee consisting of Miss Spafford, Miss Trugman and Miss Yoelson, are at a loss to explain just why everyone liked the punch so well. They had to put the S.R.O. sign on the punch early in the evening, all asked for seconds, thanks to the Entertainment Committee.

Everything ran along smoothly and all had a wonderful time, crying for more when they departed, so the next party, a masquerade, will be given St. Patrick's Day and they all hope the next will be as successful as the last, but it will certainly have to go some.

PEP 

DENVER EXCHANGE

William T. Phillips—Correspondent

Three cheers for the new office!

Work on the new office for the Denver Exchange is progressing rapidly and all the Denver Paramounters are literally "stamping at the bit" waiting for an opportunity to show what they can do when they get in better quarters.

Mr. Marcus, District Manager, is in Denver, nervously pottering about between the two offices when matters are delayed.

Two nifty little projection machines have arrived and the Denverites are speculating as to just what evenings they will be the honored guests at private screenings.

And speaking of film shippers, "Van" is one of the best y'ever saw. We've never been officially introduced to him yet, therefore we know him only as "Van." He may have a secret past but we'll letcha know later about that.

Bunte, who assists Van in shipping films, says he is just crazy about "shorts," and Van backs him up in this opinion.

Hints are going the rounds that a little celebration will follow our acquisition of the new office. PEP will get news of that later. And in the meantime don't work too hard.

Figureheads in Omaha

By Hal. Horne, Omaha Exploiteer

A-ha! Discovered! The dignified and much respected Sir J. J. Clark, whose poetic compositions have adorned the columns of local newspapers and national magazines, is none other than our own "Jack" who's just as good a salesman as he is a poet—and that's saying a beaker-ful—for Jack CAN write. How about courting the muse for our beloved PEP, "J. J."?

And speaking of "class" in the sales force, there's "Rube" Harris! Remember him? Yup! He's the same "R. Lloyd Harris" whose name has emblazoned the front of many a song-sheet. Look over your pile on the piano. Chances are ten to one you'll find a couple of songs decorated with the words "lyrics by—" followed with the name of the boy that's knocking 'em over in the Iowa and Nebraska territory. Where DOES "Herb" Krause, our live branch manager, GET them?

Any more literary lights in the Omaha Exchange? WE'LL say so! There's Harry Tardy, our chief accountant who makes **his** books figure **SOME**, and Mrs. Mary Doyle, who collaborates with him on his most important "works." And don't overlook Shakespeare's other rival, Glenn Jastram, the bookiest booker of 'em all. George Ade, Booth Tarkington and Ring Lardner, take notice!

Fred Hunt, whose favorite author is the guy that got up the Paramount contracts, has just went and got hisself a new Hudson. Nellie Finn, whose powers of calculation have won her international fame, estimates that the contraption has at least three wheels, one horn, and a couple of eyes. The great big box in the rear? What's it for? Boy! Page Mr. Good-Business! Why orders, me boy, **ORDERS!**

Max Rehfeld, our pepified Accessories Manager, is another of the many members of the Omaha Exchange afflicted with exploititis. Max is pulling a flock of stunts that is making exhibitors throughout the territory sit up and take notice.

Before Your Train Pulls Out

Box Holders

The list of box holders for our Tenth Anniversary Ball is growing daily as the bigger lights in the industry are fast recognizing the advisability of securing boxes early for this huge affair which promises to be the greatest in filmdom.

Up to the date of going to press the following hold boxes:

Messrs. Adolph Zukor, F. G. Lee, Jesse L. Lasky, E. J. Ludvigh, E. E. Shauer, E. J. Zukor, S. R. Kent and F. V. Chamberlin, R. W. Saunders, R. T. Kane, George W. Weeks, H. G. Balance and G. E. Akers, W. E. Smith (two boxes), Dr. Reisenfeld, Arthur Loew, H. V. Carver, E. J. Morgan of Morgan Lithograph Co.

It is expected that Governor and Mrs. Edwards of New Jersey will be the guests of W. E. Smith the night of the ball.

Des Moines Chatter

Miss Gladys Caplan made her bow again with us as biller.

Mr. Harry Hunter, Branch Manager, has been courting a very bad cold, but he got a "prescription" and is now much improved.

Mr. J. E. Akers stopped to inspect our camp, on his tour of the Middle West, injecting PEP into each one just before WE go over the top.

Mr. Phil Reisman, District Manager, also paid a visit to our beautiful city of coal smoke, and we are always glad to see him, too.

Mr. A. E. Dickson, one of our Peppy Salesmen, submits this for your approval: "IT'S BETTER TO BOOK PARAMOUNT THAN TO WISH THAT YOU HAD."



Showing Them Up



The Omaha Accessories Department are not a bit backward in showing the exhibitor their line of attractive accessories.

In the photo left to right are: E. N. MacFarland, S. O'Hare, exhibitor in Iowa and Max Rehfeld.

Cleveland Pep Notes

Mr. Mel A. Shauer paid us a short visit recently, arriving in the morning and leaving in the afternoon. It seems that the Home Office bunch are always in a hurry when they reach Cleveland.

Mr. Bates, our Zone 3 representative, has been sick with tonsillitis for the past week. However, he is on the road to recovery and we all hope to see him back on the job in the next few days.

Mr. Andy Jackanic, our Accessories Manager, made a sale of 50-24 sheets to Loew's Stillman Theatre, for the first time in three years. Hooray for the Accessories Manager.

The Secretary of the "Pep" Club announces the next party as a masquerade on March 17th.

In the Wilds of Montana



Frank Castle

This is Salesman Frank Castle, of the Seattle office. R. A. Churton tells us that this is his one-million-dollar overcoat and the same flivver that broke Frank's wrist, enabling him, by the way, to collect enough insurance to pay for it—the Ford.

Our Toronto Manager



Maurice Milligan

Folks, we want you to meet Mr. Maurice Milligan, who, prior to taking over the Managership of the Toronto office, the largest in Canada, was the Branch Manager at Winnipeg and western division manager for Canada.

They tell us he is a regular go-getter.

We cannot help but take their word for it because it takes a go-getter to be manager of our Toronto office.

Years Ago

Charles D. Koehler, Booking Manager of the Milwaukee Exchange, a veteran in the film industry, gives a few sidelights in a letter to Pep of what happened years ago. He says:

I hold the distinction of being the oldest distributor of film in point of service in the Wisconsin territory, entering business 14 years ago next month. I have witnessed and been present at some very amazing things pertaining to the film industry, which I will remember for a long time. It certainly is a pleasure to handle the distribution of film now as compared to the way it was done years ago.

The first film exchange in this part of the country was called "The Western," and we shipped film to theatres in eight different states out of Milwaukee. Our nearest competing exchange was in Chicago. We were buying at that time about ten reels a week and getting them from many different points. The length of a real interesting subject was in the neighborhood of about 400 feet, sometimes less, and we used to put two and three different subjects on a reel. When we received our first full reel story we figured it was one of the seven wonders of the world.

Of the different methods of distribution of films, which I have had occasion to use, I can frankly state that the method in use by the Famous Players is in my estimation so far in advance of other companies that there is no comparison possible.

I can very honestly and conscientiously state that since being connected with Famous Players it has indeed been a great pleasure to be associated with an organization which I maintain absolutely leads the field in the film industry. I could, without a doubt, keep on writing about the things which have come to my attention since joining the Famous Players organization, but I am afraid that it would take a good sized book to do it in.

MR. PEP SAYS:

Start now to push harder than ever and keep it up.

PHILADELPHIA EXCHANGE

Correspondent—Eli M. Orowitz



Earl W. Sweigert, our energetic Sales Manager, has been laboring so consistently in the drive for a record breaking month of business for March that his generator failed to generate one day and he had to take a rest for a few days.

Miss Lillian Getis, head of Realart's contract department, is now a permanent adjunct of the sales, contract and Exploitation departments.

Miss Mae Murray and Miss Mae Murray both had luncheon the other day. Both are very popular, but the former one had the edge on her name-sake for popularity because she is private secretary to William E. Smith, District Manager, and who doesn't remember the efficient work of this lady when she handled the short subject bookings.

A couple of zones in this territory are just dry insofar as prospects are concerned, due to the splendid efforts of Salesman Raymond J. O'Rourke.

Mike S. Landow, our City Salesman, is certainly the busy gazook in this exchange. Mike sells an exhibitor once and that means forever that exhibitor will buy from Mike. Treating them right and getting the jack is Landow's specialty.

The wildest bird in this exchange for the past month has been Ulric Smith, our booker. Between the ringing of three 'phones in his office; wires coming in incessantly and regularly with dates for March and a couple of assistants at his beck and call going at a rapid gait, Ulric has smiled more dates out of exhibitors than we have ever seen accomplished before. He deserves much credit and gets it, too.

Your correspondent will be in a position to provide you with real news again now that winter is beginning to flutter away and Henry the Millionth was tried out for the first time in eight weeks. I'll say she's going to give me rattlin' good service this season.

We have seen Will Rogers in the "Frolic" and we think he's good. (This is not publicity nor advertising.) But Francis Rogers, assistant to Mr. Benson, office manager, can outcomedy Will Rogers any time with his droll, unassuming wise cracking. We'd like to tell you about his best one but they are so darn good we don't know which one to start on.

MR. PEP SAYS:

Think better, work better, and watch those details more closely.

Atlanta "Bits"

Mabel B. Akin—Correspondent

Mr. Van Trotmore Bell is again connected with the Atlanta Exchange in the capacity of Billing Clerk, having returned after an absence of several months. We all welcome Mr. Bell, who is conceded to be the best billing clerk in the South.

We miss Miss May Naylor, stenographer in our Booking Department. Miss Naylor has been sick for several weeks and has recently undergone an operation for appendicitis.

Mr. Tom Thornton is a recent addition to our Sales Department. Mr. Thornton will travel in Zone 1 and, judging from the results obtained on his first trip out, we would say that he is going to be a real Paramourteer.

Bach as an Orator

There are many ways to sell Paramount Pictures to the public and one is by addressing distinguished gatherings. Last week General Manager Wm. A. Bach of Canada, addressed the Annual Meeting in Toronto of the International Society of Industrial Chemistry. Dr. Mees, head of the Eastman Kodak Co. Research Department, spoke on "Chemistry

Victor K. Eyton

Victor K. Eyton, 16-year-old son of Mr. and Mrs. Charles Eyton, died Saturday morning, February 27, at the Good Samaritan Hospital, Los Angeles.

Young Eyton was a student at Hollywood High School, where he was an athlete of unusual ability and one of the most popular members of the student body. He had been operated upon six days before his death, after an attack of influenza had settled in a gland in the neck. Supposedly well on the road to recovery, he suffered a relapse and died at nine o'clock Saturday morning despite the efforts of a half dozen of the best known physicians and specialists in the city.

Victor was the son by a former marriage of Mrs. Charles Eyton, known on the motion picture screen as Kathlyn Williams. After his mother's marriage to Charles Eyton, general manager of our West Coast Studios, he took Mr. Eyton's name.

Mrs. Eyton was at her son's bedside constantly and is prostrated over the loss of her only child. While the world knows her only as a popular actress, studio intimates and close friends knew her as a truly wonderful mother, and have shown their deep sympathy for her and her grief-stricken husband, who adored the boy as if he had been his own.



the
exploiteer
tells me *~*~!

"Don't Tell Everything" and "Forever" Exploiteers on the press.

Eli Orowitz rushes in with the prize stunt so far. He wagered \$25 that no inhabitant of Shamokin, Pa., would sit in a bath tub in front of the theatre for ten minutes. He's still got his money.

The hospital list now includes Dixon, Kantner and Greene.

We'll call out the undertakers soon.

The boss set fire to A-Mike's long scarf on the occasion of C. S.'s last visit to St. Louis.

Kansas City Showers

By Billie Mistele

Kansas City has been very badly in need of rain, and they say it never rains but that it pours. Well, it has poured New York representatives into our midst during the past few weeks, and these two gentlemen came with the showers: Mr. F. T. Faulkner and Mr. Henry Salisbury. If the Home Office can send us any more such pleasant showers let us hope that we may have a few "April Showers" and then save us a few for the "Good Old Summer Time." We enjoyed these two gentlemen's visit and hope that we may again have the pleasure of having them with us.

Winnipeg News

Welcome Mr. Carl H. Weeks to the Winnipeg Office! We are just getting acquainted, but in the rough-and-ready language we can truly say that "we like the looks of him," and we all feel that we will get along splendidly. Mr. Weeks took the "long traverse," but found on his arrival here that he did not have to wear fur-lined underwear. The worst is yet to come! And 45° below zero puts a lot of pep into one!

We certainly have great outdoor sports with us among the Winnipeg staff: Miss Hellen Erickson, our revisor, sprained her ankle while skiing on Sunday. Be good!

Mr. Carl H. Weeks certainly brought the right spirit with him, and since his arrival at this office, we have organized a "Pep Club." The first meeting of this Club was held on Friday, March 3rd, and the following officers have been elected: Miss Hetherington, Chairman; Miss Margolis, Secretary-treasurer; Miss Winnick, Mr. More and Mr. Levant, Entertainment committee. Aim and object of this club, to live up to its name.



An Army for Reid

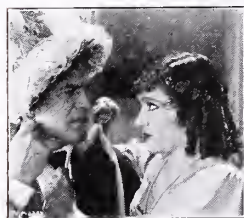
Wallace Reid and company engaged in making "The Dictator," the Richard Harding Davis story which Willie Collier made famous on the stage, are back at the studio after an interesting time spent on location in the extreme Southern part of California.

James Cruze is the director of this picture, which is said to afford the star one of those rollicking, devil-may-care parts for which he is ideally fitted. He blunders into a revolution in South America all because Juanita Rivas, daughter of a "liberator," attracts his attention, and he takes sides against the party which is furthering his own father's business ends. But he wins the girl, nevertheless, and appropriates his father's yacht for the honeymoon.

To begin with, more than a hundred people were in the party that left the studio on the Southern trip. Then at the location, eleven hundred more people were engaged by advertisement to play the pseudo-rebel and federal armies which fight in and around the town for several days. The property man took along nine hundred guns from the studio property room, together with hundreds of non-descript uniforms such as are worn by South American "armies." Twenty carriages of aristocratic model were secured in Los Angeles after the property man had scoured the city and these also were taken to the location where horses to draw them were hired on the spot. It required the services of the chief of the studio wardrobe department and three of his assistants to check and care for the wardrobe supplies.

Lila Lee is Mr. Reid's leading woman, and Theodore Kosloff, Alan Hale, Walter Long and Kalla Pasha, the former Mack Sennett "fire-eater," are in the supporting cast.

Is My Hat on Straight?



So asks Sam Wood, Director of Miss Gloria Swanson, between shots of "Beyond the Rocks," Miss Swanson's latest at the west coast.

A Real Gift



W. H. Hazel, a civil war veteran and cabinet maker at our West Coast Studio, has seen Bebe Daniels come to our studio day in and day out with a battered, almost worn-out make-up case that has done service ever since the star was a fighting extra, so Mr. Hazel got out his trusty saw and exercised it to the limit in making a kit

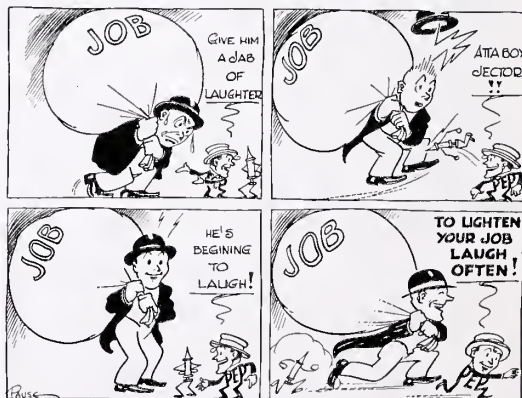
which contains everything but the kitchen stove.

Mr. Hazel in presenting his gift to Miss Daniels said, "this is just a little tribute from an old man to a star who is just as nice in person and everyday as she is on the screen."

MR. PEP SAYS:

Your enemy often becomes your best friend if you know how to handle him.

What a Difference It Makes



The Wampus President



Arch Reeve

At the last meeting of the Wampus, otherwise the West Coast motion picture advertisers, Arch Reeve, of our West Coast publicity staff, was elected president.

Mr. Reeve, who now holds the honorable post as head of the Press Agent's Body, is chief aid to Adam Hull Shirk, our West Coast Publicity Director.

Mr. Reeve is an experienced newspaper and publicity man, a former editor of renown and a notable feature writer. His affability and capability are by-words among his friends.

Pupil and Instructor



Walter Hiers, one of the popular actors at our west coast studio, is learning how to manipulate billiard balls by taking instructions from Adam Hull Shirk, our west coast publicity director.

Everybody meets with discouragement and rebuffs. The only difference is that some talk about them and others fight them off. Don't "nearly" do things. That's what those who failed probably did.

Real Cowpunchers

A notable list of cow-punching experts were obtained at the Arizona location, fifty miles from Phoenix, where scenes for "North of The Rio Grande" were taken. Included among them were Red Eagle, great-grandson of the famous Apache chief of that name and now champion "bull-dogger" of the world; "Cheyenne," bare-back riding champion of Arizona, and Pearly and Tom Morris, team roping champions of Arizona.

"North of The Rio Grande," which is a story of Mexican Border life, is a co-starring vehicle for Bebe Daniels and Jack Holt. It was adapted by Will M. Ritchey from the well-known novel by Vingie E. Roe.

The Proxy Daddy Trio



In the photo are Tom Meighan, star in "The Proxy Daddy," Leatrice Joy, his leading woman, and Alfred Green, the director.



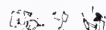
Acknowledgment

The Paramount Club at the home office wishes to acknowledge with deep appreciation the response given to our request for programme ads from the following stars and directors:

Those taking a full page are Gloria Swanson, Betty Compson, Thomas Meighan, Dorothy Dalton, William S. Hart, Rodolph Valentino, and William de Mille.

Those taking a quarter of a page are May McAvoy, June Mathis, Fred Niblo, Bebe Daniels, Theodore Kosloff, and Philip Rosen.

We expect to increase this list greatly in the next few weeks as the real attractiveness of the beautiful programme book has only lately been realized, and A. M. Botsford, Advertising Manager in charge of the programme, says it will be one of the most beautiful layouts ever emanating from our home office.



The Charming Leatrice



Leatrice Joy

Leatrice Joy is one of our leading women and is now at the west coast studio.

She is here shown in her new summer wrap especially designed by Ethel Chaffin, also at the west coast.

Don't Throw a Bomb Until You're Sure of It's Target



The Pepville Gazette



Vol. 6. No. 36

MONDAY, MARCH 13, 1922

Price: A Yen

THE PEPVILLE GAZETTE PUBLISHED WEEKLY

Entered at the Postoffice through the Mail Slot

Editor's Office:

(This Space Blank)

Weather—

It Might Snow Any Day Now as
Spring Is Coming

THE RIGHT WAY

"See here!" snorted an irascible Virginia judge to an old colored man whose son had been arrested for the fifth time on a charge of stealing chickens. "I'm sick of seeing your boy brought in here. Why don't you teach him how to act? Show him the right way and he won't keep company here!"

"I'se as sick as you is of seein' him here," retorted the old man. "An' what's more, I'se showed him de right way. But he won't learn nothin' and he always gets caught."

What Sickened Him

There is an elevator boy in a New York office building who is among a large number of public servants who resent needless questions.

One day there entered his car a rather fussy old lady and garrulous as well.

"Don't you ever feel sick going up and down in this elevator all day?" she asked.

"Yes ma'am" said the boy. "Is it the motion going down?"

"No, ma'am."

"The motion going up?"

"No, ma'am."

"Is it the stopping that does it?"

"No, ma'am."

"Then, what is it?"

"Answering questions, ma'am."

A Hot Reply

He—Do you care if I smoke?
She—I don't care if you burn up.

Knew Only One Kind

A. M. Weinberger, Chief Accountant at the New York Exchange, was discussing women the other day with Mr. J. W. Linger, an exhibitor. Mr. Linger contended that he considered talkative women the most popular.

Weinberger's thoughts evidently reverted to his own clerks, as he remarked thoughtfully:

"What other kind are there?"

His Adopted Son

A mother was questioning her little daughter, aged six.

"Who is the father of the calf?" asked the mother.

"The bull," replied the youngster.

"Who is the father of the duckling?" continued the mother.

"The drake," responded the child.

"And who is the father of the kid?"

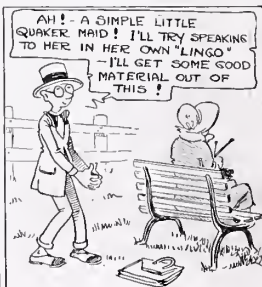
"Charlie Chaplin!"

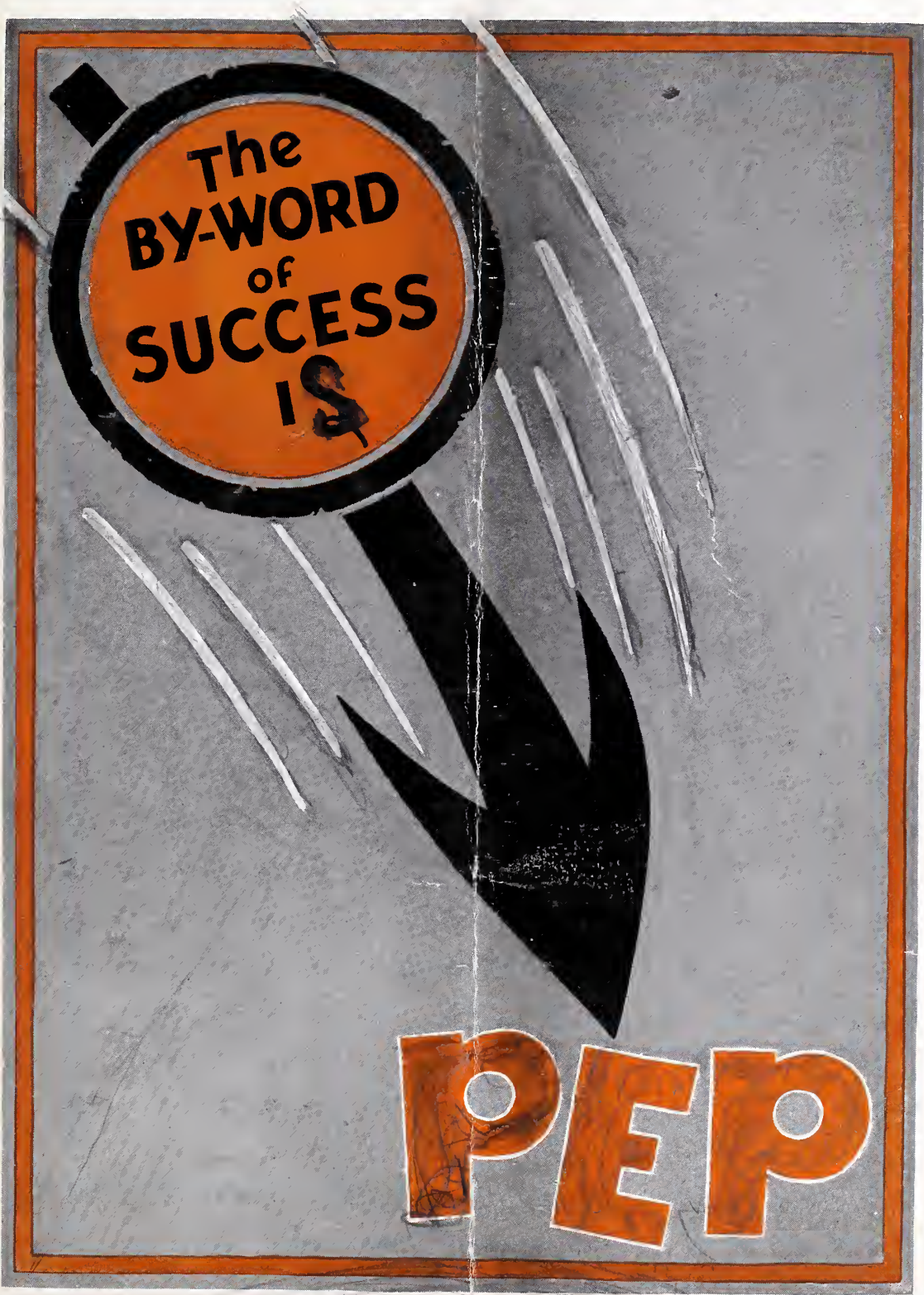
LAST MINUTE NEWS

WM. DE MILLE WILL PRODUCE BOOTH TARKINGTON'S
"CLARENCE" AFTER FINISH OF "NICE PEOPLE"

"VAL. OF PARADISE" HAS BEEN CHANGED TO
"NORTH OF THE RIO GRANDE"

AMBROSE (The Boy Scenario Writer)She Wasn't So Shy





Getting Business Is Like Courting A Girl—

Seven Big Ones For Revival Week

S. R. Kent Decides to Re-Issue Seven of Our Big Productions in Block Form During Week of April 9th and Call it "Revival Week"

Knowing as he did, the B. O. drawing power of seven of our big productions, S. R. Kent decided on novel scheme for handling these seven big productions in block form for a revival week beginning April 9th.

The productions on the reissue are "The Miracle Man"; "Dr. Jekyll and Mr. Hyde," with John Barrymore; Cecil B. DeMille's "Old Wives for New"; George Fitzmaurice's "On With the Dance"; Cecil B. DeMille's "Why Change Your Wife"; George Melford's "Behold My Wife"; and Cecil B. DeMille's "Male and Female."

This new scheme has already been signed for a tryout by Hugo Reisenfeld at the Rialto Theatre during the week of April 9th and running the above productions one day each.

The calibre alone of these productions is a drawing power to those who have seen them and those who have not, the latter naturally having heard of the success from the former.

The casts appearing in these productions can not be surpassed and every picture listed in this block stands on our records among the big successes for the exhibitor.

We all remember the work of Tommy Meighan and Betty Compson on "The Miracle Man"; John Barrymore in "Dr. Jekyll and Mr. Hyde"; "Old Wives for New," with Elliott Dexter, Wanda Hawley, Theodore Roberts, Sylvia Ashton, Tully Marshall and others.

Then comes "On With the Dance," written by Ouida Bergere, featuring Mae Murray and David Powell and also including in the cast, Alma Tell and John Miltern.

Cecil B. DeMille's "Why Change Your Wife," proved one of our biggest box office attractions, the story having been written by his brother, William, and the cast including Gloria Swanson, Thomas Meighan, Bebe Daniels and Theodore Kosloff.

And along came "Behold My Wife," taken from the story "The Translation of a Savage," by Sir Gilbert Parker and produced by George Melford.

There is a notable cast in this production including Mabel Julienne Scott, Milton Sills, Elliott Dexter and Ann Forrest.

And last but not least, Cecil B. DeMille's "Male and Female" taken from Barrie's famous play "The Admirable Crichton."

The cast, one of the most famous that ever graded a single production, includes Gloria Swanson, Thomas Meighan, Theodore Roberts, Bebe Daniels, Lila Lee, and Raymond Hatton.

Surely with the above productions, based on the finest of stories, wonderful settings and marvelous casts, exhibitors throuth the country should make a clean-up on this block booking.

You're wrong if you think it is another special week drive.

To the contrary it is something which hopped from the brain of those who know it will spell cash, both for the exhibitor and ourselves.

The news of Dr. Reisenfeld's sure-fire proposition of exhibiting these seven productions in one week, has spread like wildfire and unless you are on the jump from the time you get this news until you book the wise exhibitor up, you will lose out.

To quote George Weeks: "We want a revival week of every theatre we are serving or can sell the idea to. It does not necessarily have to occupy the week of April 9th, but any

(Continued on page 7, 2d Col.)

Paramount is Coming



Above is a photograph of a theatre owned and operated by Max Glucksmann, in a suburb of Buenos Aires, Argentine.

Every theatre which Mr. Glucksmann controls is literally plastered with the announcement that Paramount pictures are coming to all the theatres on the Glucksmann programme.

This photo is indeed unique, especially from the standpoint of placing the word Paramount on every step on the stairway of his lobby.

Aside from this form of announcement, Mr. Glucksmann has done lavish advertising announcing the coming of Paramount pictures with bill boards, newspapers and magazines. In other words, it is the most elaborate introductory campaign ever conducted in that country for any one brand of pictures.

Max Glucksmann is one of the foremost film magnates in South America and is indeed proud of the fact that he has signed up with Paramount pictures, beginning with the productions released in this country on and after May 1, 1921.

The big contract was signed in the office of E. E. Shauer, director of our foreign department, recently.

The Right Kind of Goods With Lots of Calls

A New Slogan

C. M. Hill, Manager of the Portland, Oregon, Exchange, comes through with a brand new slogan.

It reads: **"The more you develop your zone the more the other fellow will have to develop his in order to keep ahead."**

G. E. Akers, Divisional Sales Manager, on reading the slogan thought it exceptionally good and handed us the reverse for another slogan. It reads: **"The less you develop your zone the less work the other fellow will have to do to keep ahead of you."**

The slogan works both ways and is an exceptionally good one to adopt.



Paramount on Ships

Through the Associated Screen News of Canada, a subsidiary of the Canadian Pacific Railway, arrangements have been made for the showing of Paramount pictures on all of the steamships operated by the Canadian Pacific.

At first the pictures shown on the C. P. R. liners will be mainly scenics, and in conjunction with these films, cartoons from the "Paramount Magazine," drawn by Earl Hurd, Pat Sullivan, Frank Moser and other famous screen cartoonists, will be used.

Eventually it is planned to show our features on all the passenger ships of the C. P. R. plying the Atlantic, Pacific and Great Lakes.



F. V. C. Celebrates



F. V. Chamberlin
General Service Manager

F. V. C. celebrated his birthday last Friday and it was marked by one of the biggest celebrations to date in the form of a huge parade with over 15,000 participants which paraded by our Home Office to the tune of over twenty bands.

F. V. C. was the recipient of many congratulations on his forty-first birthday and looks as though he'll easily enjoy forty-one more.

A Futurist

When Earth's last Picture is made and the films are developed and dried,
When the newest prints have faded, and the youngest critic has died,
We shall rest, and faith, we shall need it—Lie down for an Aeon or two,
Till the Master of all Good Workmen shall put us to work Anew.

And those that were Good shall be happy;
they shall work on a Golden Set,
They shall be guided by a Director, who only the Divine can get.
Maybe there shall be real support from Magdalene, Peter and Paul,
They shall work for an age for perfection and never be tired at all.

And only the Master shall praise us, and only the Master shall blame,
And no one shall work for money, and no one shall work for fame,
But each for the Joy of working, and each in himself a Star,
Shall interpret the thing as he sees it, for the God of things as they are.

RUSSELL COLLINS,
Boston Accessories Manager.

Leading in Sports

Now the news comes out that we have a cracker-jack basketball team at the Salt Lake Exchange.

The team to date has won eight games out of eight, making them 100 per cent.

They now lead the Commercial League of the city at basketball and from all appearances, they will have no trouble in winning the pennant.

They have also played a number of outside games and have won each by a large margin.

PARAMOUNT PEP

"BUT ABOVE ALL THINGS,
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees
of the
FAMOUS PLAYERS-LASKY CORPORATION
Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 6 MARCH 20, 1922 No. 37

They Are Not Dead

"Suppose you heard that Jones has died."

"Jones—Jones, who?"

"Why, don't you remember Jones, the famous star half-back on Harvard and the boy who saved the day in one of our big games?"

"Oh, yes, to be sure; that's too bad, I've quite forgotten about him."

Every day people are presumably forgetting the things of yesterday and looking for those of the 'morrow, but when you call their attention to any items of note that have happened, they look back for a moment and say, "oh, yes, I remember, that surely was some great event."

"I surely wish we could have those things again," says one.

"Wouldn't it be great to see that again?" says another.

So it is with our famous feature pictures that once held the public's interest, but have presumably been forgotten. Why? For the reason that we have not told them about them and refreshed them in their minds.

Just as they want to see that football game over again, so do they want to see "The Miracle Man," and "Male and Female" and others again.

Tommy Meighan and all of the other stars in the pictures are just as big a star to the picture shopper's mind as Jones, the famous half-back, is to the sporting mind. All you have to do is tell them that these famous pictures are coming back on the market and the exhibitors, as well as the public, will realize that they will do business for any theatres in any kind of weather and at any time of the year.

Therefore, let us get busy on this Revival Week and make the prints fly.

Tell him the story.

Show him in black and white the famous casts that are in every single one of these productions.

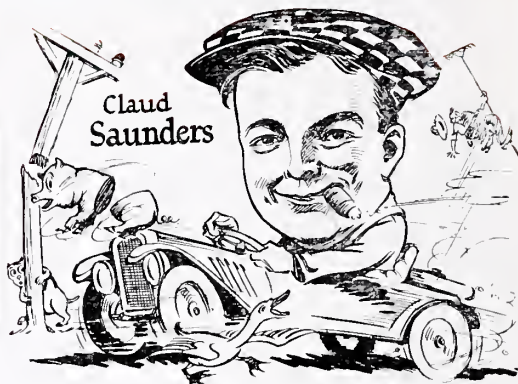
Tell him who wrote the stories.

Tell him of their old successes which perhaps a part of which he enjoyed.

Then tell him it's what he himself, together with the public, has been crying for—the big story with the big cast.

Imagine an exhibitor being able to advertise the following screen celebrities for his single week's programme: Tommy Meighan, Gloria Swanson, Betty Compson, Lila Lee, John Barrymore, Elliott Dexter, Wanda Hawley, Mae Mur-

Men We Know



First of all, the name of this racy boat is a Dort, and it flies between Mt. Vernon and New York City in the nice weather.

No need to introduce you to the "Olfield" behind the wheel as you all know him as being well acquainted with the "road."

He is not really as reckless in driving his bus as Pep's artist has portrayed him here.

He tells us however, that the fellow with the rake, not on speaking terms with the ground, is none other than Jerome Beatty out looking over his garden one Sunday.

The Quitter

He starts with a rush and a solemn vow,
As good as the next; but he lacks the sand
That would make him stick, and with courage
stand,

To whatever he tackles, and fight it thru.

He starts with a rush and a solemn vow,
That he'll soon be showing the others how;
Then something new strikes his roving eye,
And his task is left for the bye-and-bye.

It's up to each man what becomes of him;
He must find in himself the grit and vim,
That brings success; he can get the skill
If he brings to the task a steadfast will.

No man is beaten till he gives in,
Hard luck can't stand for a cheerful grin;
The man who fails needs a better excuse
Than the "quitter's" whine, "What's the use?"

For the man who quits, lets his chances slip,
Just because he's too lazy to keep his grip,
The man who sticks goes ahead with a shout,
While the man who quits joins the "down
and out."

LESTER TOBIAS,
Salesman—New Haven Exchange.

ray, David Powell, Bebe Daniels, Nita Naldi, Mabel Julianne Scott, Theodore Kosloff, Ann Forrest, Theodore Roberts, Julia Fay, Raymond Hatton and Tully Marshall.

Now we ask you, can you think of any progressive exhibitor who would pass this up?

Make this Revival Week set out in bold type in our pages of history. Go to it.

File Your Contract Income

New York Exchange Has Strenuous Week

Greatest Film Rentals That Have Ever Been Delivered from Any Exchange in the United States During Week Ending March 11th

The New York Exchange, under the supervision of H. H. Buxbaum, District Manager and Harry Danto, Sales Manager, during the week ending March 11th served 589 theatres with 1,551 individual film deliveries, at the same time running up one of the greatest film rentals that have ever been delivered from any exchange in past periods.

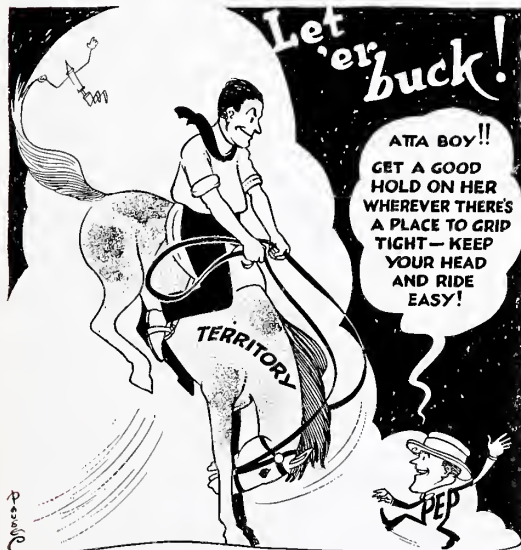
To quote F. V. Chamberlin, "this means, of course, more than any exchange has delivered in this man's world."

"Furthermore," continued Mr. Chamberlin, "in performing this service and delivering these results, the Booking and Shipping Departments made a record in which they may indeed take pride, in that there was not one single misout, not one requirement for the switching of bookings due to absence of prints, late deliveries or other causes. Not one complaint was received from an exhibitor regarding the condition of film. In fact, the Booking and Shipping Department has what might be called a 100% record for the first Anniversary Week."

H. H. Buxbaum says that 673 exhibitors will have been served during the week ending March 18th and he hopes for just as good a showing on this latter week as was made during the previous period.

We agree with F. V. C. that we should doff our hats to the New York Exchange in recognition of this splendid work.

Can You Ride Him?



This is the way some of the boys are taking their territory today and it is broncho busters that we are after because they make fine horses when they get them trained.

The funny part of it is, the horses get the best part of it after they become trained.

Busy Charlie



Charlie Abrahams

"That's all right; I'll fix that."

"Sure, I'll get a passport for you."

"I'll stop traffic on 5th Avenue if you want me to."

"Certainly I'll get you thru the lines."

In other words, if you want anything, ask Charlie Abrahams of our home office, a vocational training student assigned to the advertising and publicity department.

Charlie is kept busy running here and there getting passports and special privileges, accorded only when Charlies goes after them.

He is known in the Home Office as "The Man of Mystery."

Toronto Gossip

By "Bam"

M. A. Milligan Honored

To welcome M. A. Milligan, recently transferred here as Branch Manager from Winnipeg, Canadian General Manager Wm. A. Bach and Mrs. Bach gave a stag dinner party at their home at which were present the following: L. D. Hatfield, Special Sales Representative; Leo J. Haig, Office Manager; W. J. O'Neill, Auditor for Canada; H. E. Doyle, Accessories Manager for Canada; H. R. Patte, Booking Manager; Bam, the Paramount Exploiteer and the guest of honor. Mrs. Bach sat down with us to a most magnificent spread, after which we enjoyed ourselves with music, singing and cards. All voted it a most delightful affair and serving to get us well acquainted with Mr. Milligan.



Welcoming Miss Middleton

The latest addition to our staff is Miss Edith Middleton, who will take care of stenography and details for Bam and be assigned to do special work in various other departments. We are happy to have Miss Middleton with us.

New York Exchange Divided Into Districts

H. G. Ballance, Sales Manager for Division One, Inaugurates New Form of Sales Supervision in the New York Exchange



Harry Danto

In order to permit a closer analysis of the possibilities in the New York Exchange, H. G. Ballance, Divisional Sales Manager of District No. 1, has divided that Exchange into three separate and distinct districts.

There was such a tremendous amount of business flowing through the New York Exchange and the responsibility of Mr. Buxbaum and Mr. Danto was so great that this new form of sales supervision was put into effect to relieve the congestion at the New York Office. The divisional sales managers, under the supervision of Mr. Danto, Exchange sales manager, and Mr. Buxbaum, district manager, will be able to more accurately concentrate on the tremendous problems which confront them in handling an organization the size of the New York Exchange.

When you consider the fact that in the New York Exchange more business is handled than in any district in the United States you can readily realize that the supervision of the biggest exchange in the world was indeed a tremendous problem.

Under the new arrangement Paul Swift is given charge of New York City, comprising the district of New York, the Bronx and a small part of New York State which is not handled by the Albany office.

Richard Gledhill has been given charge of Division No. 2, which comprises the territory of Brooklyn and Long Island.

Division No. 3 is under the charge of John Hammel and embraces the territory of Northern New Jersey.

Harry Danto, Sales Manager of the New York Exchange, has direct jurisdiction over the three divisions and H. H. Buxbaum, District Manager, will continue to supervise the entire New York District comprising the New York, Albany and Buffalo offices.



Richard Gledhill

Based on the success of the present form of sales supervision in the Home Office this plan will no doubt prove practical and efficient in furthering wide distribution in the entire district.

A greater degree of efficiency on the small town proposition will be reached with this plan.

The fact remains that the amount of business that comes through the New York



John Hammel

Exchange itself is equal in many cases to a

(Continued on page 10, 2d Col.)



Paul Swift

Take His Measure

From his neck down he is worth a dollar and a half a day – From his neck up his value is unlimited!



Stop a minute—take an inventory of your own anatomy.

Think the above over, then think where you stand.

Dedicated to All Paramount Salesmen

By J. M. Fieldman—Salesman, Minneapolis

Did you ever start out bright and early in the morning with your hopes all gingered up, expecting to land a nice, juicy contract for a good starter—only to have the first exhibitor on your list drop a 200-lb. chunk of ice on your expectations?

Of course you have. That's one of the misfortunes of the brave.

Some of the big leaguers with highest batting averages walk up to bat with three men on bases, no outs and eight innings to go, fully expecting to line out a "circuit"—then fan the three first ones to come over the plate and have to stand for the joshing jeers of 30,000 rooters.

Do these professionals lay down the bat and run to their bench, with their hopes all shattered when that crash comes—do they get sore at the pitcher and sling the bat at his bean just because he put one over?

Absolutely NO. They close their ears to the howling masses, quickly forget the fizzle, step right up to the plate the next time with renewed determination and with the bright and hopeful thought that "it only takes one to hit it."

Otherwise they would have remained in the class of bush-leaguers.

The chilly mitt in the early dawn of a business day cannot possibly change the selling value of your proposition, nor can it change you without your own consent.

Can you afford to carry a load of ice around all day just because the first or second or even third exhibitor hands you a package as a morning greeting?

Yielding to discouragement will not use up any contract blanks.

When the day happens to start off with one of those cool receptions just hold a quick communion with yourself and make up your mind that the fellow who rules his own spirit and refuses to take the count because of an unpleasant incident will eventually prove invincible in his own purpose.

The biggest game that was ever pulled off, has as a part of its record a lot of "fouls," "fans" and "foozles."

There's always plenty of stalling, slipping and skidding to keep us in the dumps, but there is also enough faith, hope, and optimism to supply the universe—it only depends upon the slant you get in life and business.

FOY GETTING BUSINESS

Jim Foy, of the Toronto Exchange, formerly Accessories Manager, just came in from his maiden trip as a salesman, and we are happy to say he brought home the bacon. He says that Jector was with him over the entire route.

John W. Hicks, 3rd



There is only one person of any prominence whatsoever residing on the continent of Australia, or in the world for that matter, in the opinion of Mr. and Mrs. John W. Hicks, Jr.

This distinguished individual is none other than John W. Hicks, 3rd, held in the arms of

his proud mother, wife of John W. Hicks, Jr., General Manager of our Australasian offices.

THE Q. and A. Club

Young Speaks True

The Effect of Outside Environments—Home, Habits and Pleasures—on a Person's Capacity for Work

I believe that outside environments have a material effect on a person's capacity for work. Your efficiency is at its best when your outside environments, your home, habits and pleasures are all in a harmonious state and in perfect accord with your wishes and desires.

To do good work your state of mind must be free from any undue or unnecessary trouble. Your habits must be well regulated and you should participate in pleasures as will best satisfy your desires in that particular direction. My belief is that everybody who is busy needs some form of recreation and it is up to you, yourself, to follow such pleasures as give you the proper environment.

THEODORE C. YOUNG,

Real Estate Dept., H. O.

PEP *7-11*

Seven Big Ones

(Continued from page 2)

weeks thereafter you can get these productions in on the block plan."

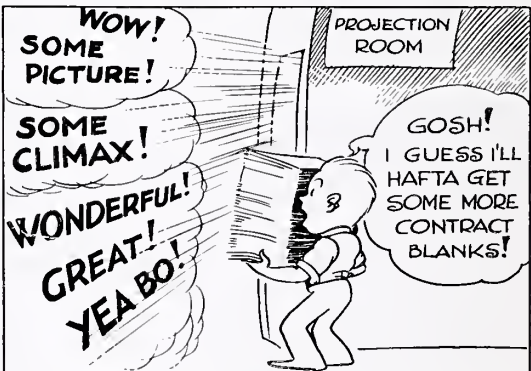
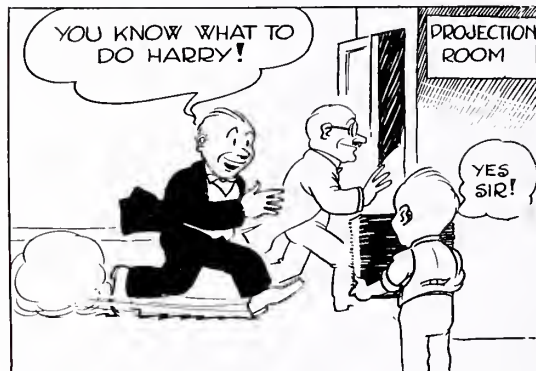
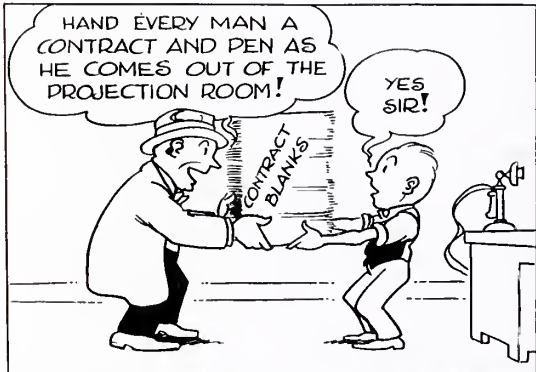
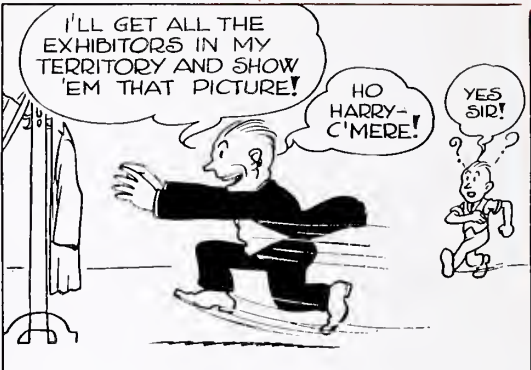
Check up your prints on each subject now and order new one if necessary, but be careful in ordering these to see that those you have are in bad condition before doing so. If they are in a fit condition, do not re-order.

If you line up dates and contracts in proportion to the demand, you can get all new prints and more.

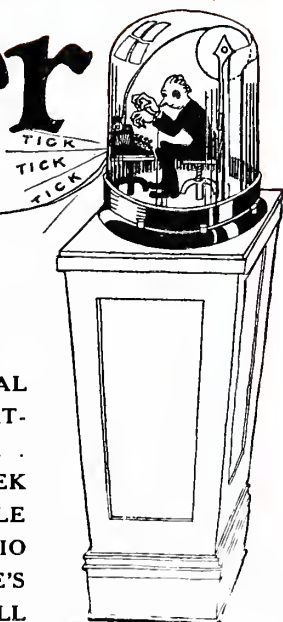
Surely none of us have to be sold on the single idea that these seven productions are knock-outs, but you must be sold on the thought that the idea of seven big productions in a week-run house is a new and novel scheme and bound to be of tremendous benefit to the exhibitor's cash drawer.

Now turn back, look over these productions and casts and if you haven't seen any of them, screen them right now and we'll guarantee that after you've seen them, the dust will be burning under your soles from your hot foot pace towards the progressive exhibitor.

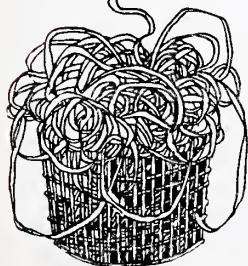
Is He Enthusiastic?



Pep's Ticker



READ ALL THE DOPE ON REVIVAL WEEK . . . IT PROMISES TO BE GREATEST VALUE TO EXHIBITOR TO DATE . . . S. R. KENT WAS HOME SICK LAST WEEK WITH TONSILITIS . . . CECIL B. DE MILLE ARRIVES BACK AT WEST COAST STUDIO AFTER RECUPERATION PERIOD . . . HE'S FEELING FINE AND LOOKS FINE . . . WILL START "MANSLAUGHTER" IMMEDIATELY . . . O . . . O . . . O . . . WILLIAM A. BACH, OUR CANADIAN GENERAL MANAGER FROM TORONTO, VISITED H. O. LAST WEEK . . . ED. ENGLISH, MONTREAL MANAGER, ALSO A VISITOR . . . O . . . O . . . O . . . NEW YORK EXCHANGE SURPASSES ALL RECORDS FOR WEEK ENDING MARCH 11TH . . . SEE STORY . . . THEY SURELY HAD WALTER LATZER, H. O. TAX EXPERT, FLYING AROUND GIVING ADVISE ON INCOME TAXES . . . X . . . Y . . . Z . . . GEORGE FITZMAURICE, OUIDA BERGERE AND TOM GERAGHTY ARE NEW ARRIVALS AT THE WEST COAST . . . GET BUSY ON REVIVAL WEEK RIGHT AWAY . . . PARAMOUNT CLUB BALL IS DRAWING NEAR . . . DISABLED WAR VETERANS VISIT WEST COAST STUDIO . . . JOHN D. HOWARD, EXPLOITEER AT ALBANY, TRANSFERRED TO DETROIT . . . NITA NALDI TO PLAY VAMP ROLE IN "BLOOD AND SAND" . . . STANLAWS NEXT TO BE "PINK GODS AND BLUE DEMONS" . . . JERRY BEATTY LEFT LAST SATURDAY FOR OUR WEST COAST STUDIO . . . C'MON NOW—LET'S GO ON REVIVAL WEEK . . . KEEP APRIL UP—AS WALT LINDLAR SAYS . . . S'LONG.



Today is The Tomorrow That You—

A Group of Kansas City Folks



In the group on the left we have our accounting department at the Kansas City Exchange, especially posed for PEP.

The young ladies have not had time to get a permanent wave, nor will the photo bring out the color of Mr. Schlosser's new necktie.

From left to right they are: Miss Beulah M. McReynolds, Fred Schlosser, chief accountant and Mrs. Alta Traynor, ledger clerk.

The gentleman standing all alone is none other than Mr. F. L. Collins, our Accessories Manager at that exchange.

The other three in a row are in the contract department. From left to right they are: Roberta Green, Karl Howe and Lenore Finkelstein.

Our Friend Max



Max Goldstein

This is the latest photo of Max Goldstein, Office Manager at the Washington, D. C., exchange.

Max is a great boy and is a believer in pep both in and out of the office.

Albany Says:

By L. Nachman

Claude Saunders dropped in from the sky to stay about two hours. He surprised Mr. Kempner so that at first he did not recognize who our distinguished guest was. We hope that when you come again, Mr. Saunders, you will let us know so that we may be prepared.

Mr. John D. Howard is leaving us to go to the Detroit Exchange. It seems a shame that just as we accustom ourselves to one exploitation man, he must leave us. Well, John D., we wish you all the success in the world, but are very sorry that you must go.

Toronto Tattles

By "Bam"

Milligan's Willys-Knight has arrived from Winnipeg. Now he's more popular than ever. Too bad it only seats three. L. D. Hatfield used to take all the girls home when it rained. "Hat" hasn't got the car any more.

W. J. O'Neill went to Buffalo to get 24 sheets for "Fool's Paradise." Had to have 'em right away and to ship them through the customs would take too long. At the border, when he found that the printed matter was for Paramount Pictures, the conductor held the train for 10 minutes so that O'Neill could get his package cleared. Every-time stops, all people bow, to Paramount.

N. Y. Exchange Divided

(Continued from page 6)

whole district in other parts of the country.

Instead of the former supervision of sales by the Exchange Sales Manager, this new divisional sales proposition will bring the efficiency to the finest point in every zone rather than the general supervision over all of them.

Each Exchange Divisional Sales Manager will be held accountable for his particular territory and naturally competition will be keen on the part of all three to hold the lead, not only on weekly contracts of business, but play-dates and collections.

Further details on the plan of this new form of sales supervision will be given in PEP as soon as they have been worked out.

Worried About Yesterday — And It Never Came

"A Disgrace to Civilization"



TUBERCULOSIS was once considered a disease that "had to be." Now we know better. We know it for what it is—a disgrace to civilization. Under proper conditions of daily living, tuberculosis would disappear.

Deaths from this cause in New York City have been greatly cut down, particularly in the past dozen years. Last year, in fact, **THE REDUCTION WAS 18 PER CENT** over 1920.

This is certainly encouraging. Yet the fight must be kept up. There must be no slackening in effort. **SIX THOUSAND DEATHS A YEAR ARE SIX THOUSAND TOO MANY!**

For the good of New York, we shall be glad to give helpful information, without charge to all who may inquire of us.

The fight against Tuberculosis is organized in all the large cities of this country and Canada, also in many of the smaller ones. If you are too far distant from New York to consult us easily, we suggest that you make inquiry of some Anti-Tuberculosis organization in whatever city you may be (using the local Telephone Book or City Directory to get street and number), and you will undoubtedly be able to get proper information, equal to our own, without delay or difficulty.

NEW YORK TUBERCULOSIS ASSOCIATION,

10 East 39th St., N. Y. City.

MR. PEP SAYS:

Do not let failures discourage you.

CINCINNATI EXCHANGE

Correspondent—Samuel Cohen
Assistant Correspondent—Mildred Kerr

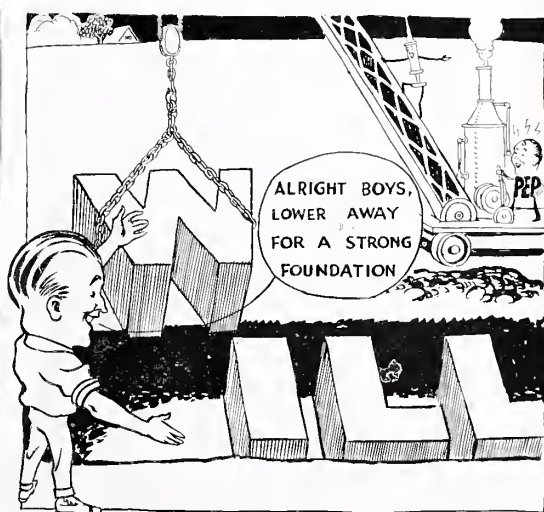
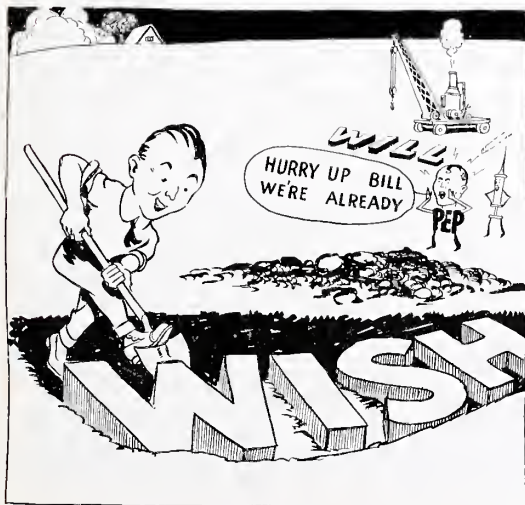
One of our exhibitors asked Elizabeth Whitrock who presides over the switchboard what was the secret of her happy disposition. And Elizabeth confided the following: "When I was a schoolgirl, my greatest pleasure was talking. I preferred reading and reciting to eating; I looked forward to becoming a speaker and my ambition has been realized. As telephone operator I do all the talking I care to." That's what we call pure, undiluted optimism.

Mike Hughes is raising a mustache. This is a simple statement but Mike says it's a difficult job. Gene Haddow, office manager, took one look at the four hairs on Mike's upper lip and asked him what seemed to be the trouble. "I don't know," confessed Mike, "it's as hard for me to raise a mustache as it is for Sammy Cohen to talk with his hands tied behind his back."

Norman Dixon, exploiteer, was coming up on the elevator with Herb Elder, district manager, and the latter's nine-year-old son, "Bud." As the elevator reached the sixth floor, Norman got out first, opened the door to the Paramount offices and bowed low. "What's the big idea?" laughed Mr. Elder. "Oh, well," replied Norman with a wink, "I'm merely obeying the Biblical injunction to *respect your Elders.*"

Overheard in the accounting department: "Take a couple of days off," said Julie to Mildred. She was referring to the calendar. "I hear you lost your nerve," said Amelia to Marion. "Yes," replied the latter, "but it didn't hurt—he is a painless dentist."

Lay in Your Foundation of Will Now





the exploiteer tells me ★☆☆☆

"Get-Rich-Quick-Wallingford," "Don't Tell Everything," and "Forever" Exploiteers are in the making.

Pep yourselves up over "The Loves of Pharoah." It's a knock-out.

Have you seen "The Mistress of the World" paper? All New York has.

NEW ORLEANS EXCHANGE

Correspondent—J. R. Mac Eachron, Jr.

We had the honor of a visit this week from our District Manager, Mr. L. L. Dent. As luck would have it all the salesmen were in town, having completed their routes. Those present were, Reuben O. Emery, Ed. Evans, and J. R. Mac-Eachron, Jr. We had a get together meeting and we'll tell you boys it was great. From the way we all felt we are hoping Mr. Dent will honor us with his presence more often.

The boss, Mr. Dent, has given us new titles now. We are not COMMON SALESMEN any more but ZONE MANAGERS. In other words we are to be responsible for our various Zones and are to assist the exhibitors in every possible way; to create a brotherly feeling between the exhibitors and the exchanges.

We now have in our midst, Mr. S. A. Castellaw, checking our auditing department. We hate to say this as we are too modest to boost ourselves. BUT, Mr. Castellaw said, he likes to visit OUL exchange and audit the books, for they are always in such good shape. What worries me is this, "does he tell the same thing to the other exchanges."

Miss Florence Livingston, secretary to Mr. Wilkes, our manager, has a new "toy" now in the shape of a "Dictaphone." She likes it very much 'cause she can hear the boss's voice all day long.

Wish to call your attention to our Poster Department, in charge of Frank Francois. The exhibitors are more than pleased with this department of our exchange, for they are getting 100% service. Keep the good work up Frank, for we are backing you up.

Our mailing department in charge of Miss Barbara Spencer, is certainly getting out a lotta mail and circulars lately.

Mr. Wilkes has a new addition to the family. NO, not a baby, but a dog for Gene, Jr., to play with.

New York News

By Fred Greene

Mrs. Ella Kaiser has taken up with a will her new duties as contract clerk at the Paramount New York Exchange, stating she finds the work very pleasant and of much interest to her.

A pleasant addition to the Accounting Department staff at the New York Paramount Exchange is Miss Anna Sanders, who handles a goodly portion of the stenographic and general office work in that department.

"Pop" Campbell, of the Paramount New York Exchange, is again on the job, but the evidences are that he has returned a little bit too soon, as he is not looking as well as he should. However, it is hoped that in a very short time, and with plenty of rest, should he be forced to be absent from his duties for a few more days, he will be fully recovered.

"Benny" Washnansy, one of the genial bookers at the New York Exchange, bid a fond—and almost tearful—farewell to his co-workers, and is now on his way to the Smoky City.

"Benny" has been transferred to the Pittsburgh Exchange, at which office he will take up his duties as Chief Accountant. He has made for himself an enviable record in the Booking Department in the New York Office, as well as numerous friendships among the exhibitors and the personnel of the Exchange, and while his cheerful presence is missed by everyone, all their good wishes for success go with him to his new location.

WASHINGTON EXCHANGE

Correspondent—"Les" Whelan

Ralph Brasher, auditor from the home office who has been with us for several months, announces his engagement to—er, er plenty of checking up on accounts of late. And while on the subject when, dear Ralph, do we anticipate another engagement—which happens in most every man's life?

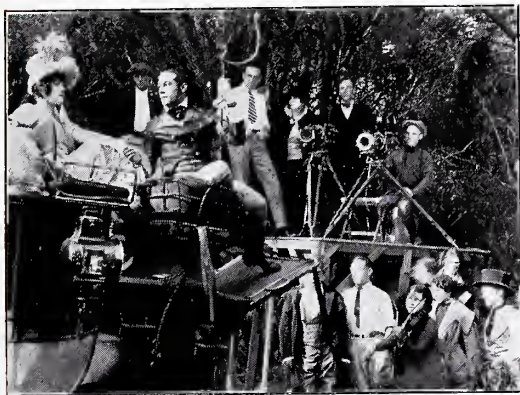
Bill Clark, salesman, looked more like a successful golfer when he came into the office last week-end. Clark wouldn't tell us whether he used the outfit as a riding habit or on the links. If Bill plays golf as good as he bowls we would not care to be present on the links when he uses the "driver." My what "smoke."

Inducement—All girls leaving to be married will deposite recipes for cooking with Travian Riley of the Cashier's Department. Travian is compiling all the information for a cook book he proposes to have published for the benefit of the married ladies. Place your order for a copy now, girls.

Clarence Eisman is down-cast. He lost a bet to Max Golstein last week. Clarence wagered that Booker Shinn had a mustache and after having looked a second time, discovered he was wrong. 'Tis fate, Clarence, fate!



On Location



Gloria Swanson and Rodolph Valentino are here enacting a scene of the 18th century from "Beyond the Rocks," directed by Sam Wood, the original story being written by Elinor Glyn.

In the photo they are, left to right: Gloria Swanson, Rodolph Valentino (on the coach); Sam Wood on the platform with the white shirt; Elinor Glyn, in the black suit and white vest.

The scene was shot at the Lasky Ranch and you will note the presence of the violinist in the lower right hand corner to create the proper atmosphere for both stars enacting the scene.



Speaking of Celebrities



Efrem Zimbalist, the world's famous violinist, while visiting the west coast recently, assisted William deMille in creating the proper atmosphere for a scene in one of his recent productions. There's nothing like getting the best.

"Clarence," Wm. de Mille's Next

In line with his policy of having only big productions in the future, Jesse L. Lasky, announced this week that "Clarence," Booth Tarkington's great comedy, had been purchased for production in the near future by William deMille, who has just finished "Bought and Paid For" and who returned to Hollywood this week to begin work on "Nice People," the Rachel Crothers play which ran all last season on Broadway.

Clara Beranger, who did the scenarios for "Bought and Paid For" and "Miss Lulu Bett," Mr. deMille's two most recent pictures, and who has just finished the script for "Nice People," will do the scenario for "Clarence." Who will appear in the title role has not yet been decided upon.

"Clarence" is the second Booth Tarkington play to be done by us this season, George Fitzmaurice just having completed "The Man From Home," an earlier work of the Hoosier author, in Italy. "Clarence" is considered Tarkington's best play, and in it he has cleverly depicted young love in the manner made famous by him in his stories of young people.



Petite Betty



This is Betty Compson in her Columbine costume, worn in her latest production "The Green Temptation."

This is one of the many beautiful costumes worn by Miss Compson in this production in which she portrays four distinct characterizations, that of the dancer, the Apache, Red Cross Nurse and the woman.

Betty Compson

A Room at the Ritz



This is the story of a room—a room in the Ritz, Paris.

Elinor Glyn is the chief figure in the room:

Some years ago, the famous British author was occupying a suite in the Ritz. But this story concerns a single room in that suite.

It was in that room that Madam Glyn received the inspiration for a story. For twenty hours at a stretch she wrote on the story—rested for a few hours—and set at her task anew. She finished the story in that room, and wrote the room into the story. "Beyond the Rocks" was the story.

Recently Elinor Glyn came from England to supervise the filming of "Beyond the Rocks" at our West Coast studio. Her first duty was to talk over "sets" with Sam Wood, producer of this Gloria Swanson starring vehicle.

"There is one 'set' we positively must have," she smilingly informed the director, "and that is THE room—the room in the Ritz where I wrote 'Beyond the Rocks!'"

"You shall have it," Wood agreed.

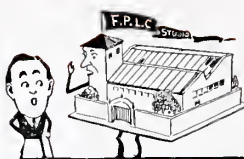
Elinor Glyn supervised every bit of the work of duplicating THE room. She herself decorated it. She sent her secretary to buy flowers exactly like the flowers that brightened the room on the day she started writing the story. And when the "set" was completed, she sat back and murmured "perfect."

For three days the company worked in this "set," and studio folk say Elinor Glyn never once quit smiling during those three days. When the set was demolished, she gave a little cry of protest. "I feel exactly as if they were tearing down my home," she said, "at least the home where I raised one of my brain children!"

In the photo they are, left to right: Gloria Swanson, Sam Wood, director, and Elinor Glyn, talking over the continuity.

Stanlaws' Next

Jesse L. Lasky has announced that Penrhyn Stanlaws' next production following "Over the Border," will be Cynthia Stockley's "Pink Gods and Blue Demons." Constance Binney will be the featured player and Anna Q. Nilsson will be a prominent member of the cast.



Leaks from HOLLYWOOD

They call Lois Wilson the "girl with Chameleon Eyes" around the studio, because, as she says, her eyes change their shade every time she wears a differently colored gown.

Rodolph Valentino, our new star, says his favorite motto is "Live and let live." And it's a pretty good one to tie to, we'll say.

Gloria Swanson is busy with new gowns for "The Gilded Cage." And it promises to be a brilliant production.

Shigeta, former royal magician in Nippon, was a recent visitor at the Lasky Studio; also Edward Borein, famous etcher of western pictures. They met Paramount people and watched them work and were mightily impressed.

Theodore Roberts is busy at the studio after a brief but distressing bout with grippe.

Nita Naldi and Lila Lee both appear in the cast of "Blood and Sand," of which Rodolph Valentino is star, the new Paramount Picture directed by Fred Niblo and written by June Mathis from the Ibanez novel.

Wallace Reid is a picturesque figure in semi-tropical garb with a broad silk sash and white trousers, sport shirt and so on, for "The Dictator." He plays a young American who blunders into a revolution in South America. James Cruze is directing.

Studio is Busy

With the return of the location workers, the Studio has taken on an air of great activity this week.

Penrhyn Stanlaws company headed by Betty Compson and Tom Moore and making "Over the Border," by A. S. Le Vino, is hard at work in a big log house interior; Jack Holt and Bebe Daniels are plugging away at "North of the Rio Grande," under Rollin Sturgeon's direction; Wallace Reid is going strong in "The Dictator," with James Cruze at the helm; Gloria Swanson is getting ready for "The Gilded Cage," a Sam Wood production; Rodolph Valentino will start very soon on "Blood and Sand," with Fred Niblo directing. Paul Powell is handling the megaphone for "The Ordeal," starring Agnes Ayres. Thomas Meighan is having a lot of important work to do in "Our Leading Citizen," by George Ade, with Alfred Green as "skipper." Dorothy Dalton is getting into the South African scenes in the George Melford production, "The Woman Who Walked Alone."

And there are lots more to come!

Between Shots



Dorothy Dalton

Dorothy Dalton is equally lovely as either a blonde or a brunette. She appears in George Melford's production "The Woman That Walked Alone," as a blonde beauty and is here shown taking a cup of tea between shots.

She has also evidently been enjoying a game of solitaire.

"The Gilded Cage" Under Way at Lasky Studio With Gloria Swanson in Stellar Rôle

"The Gilded Cage," Elmer Harris's picturization of the play by Anna Nichols, in which Gloria Swanson will star, began its course at our West Coast studio with scenes in Susanne's home in the South of France, where she and her cripple sister live and whither comes their uncle, Gaston, to find them as poor as himself.

Miss Swanson appears as Susanne Ornof, while the rôle of her invalid sister is played by Anne Cornwall, former Universal star, who also has appeared in such parts as the feminine lead of "The Seventh Day," with Richard Barthelmess; in "The Copperhead," with Lionel Barrymore, and other pictures. She is a petite brunette with much ability and charm.

David Powell plays Arnold Pell, the leading male rôle. Mr. Powell is well known to all of us and recently arrived from London especially to play this rôle.

Walter Hiers is the press agent-impressario who conceives the great scheme of turning the little artist's model into a famous star and his handling of the rôle will be quite as striking as his usual characterizations.

One other rôle remains to be filled in this Sam Wood production which will be produced with great detail and many novel scenic effects.

PEP 

Nothing on "Fifi"



The other day when Constance Binney decided to look over the continuity sheet on her latest production, "The Sleep Walker," little "Fifi" Edwards decided that to become a motion picture star you must act like one, hence the like pose on "Fifi."

Nita Naldi to Play Spanish Vampire Rôle in "Blood and Sand"

Nita Naldi has been chosen for the rôle of Dona Sol in the production of Vicente Blasco Ibanez's sensational play, "Blood and Sand," according to an announcement made this week at Hollywood by Jesse L. Lasky.

Miss Naldi's rôle in this special to be directed by Fred Niblo, which will introduce Rodolph Valentino as a star, is that of a Spanish vampire, and her distinctive type of beauty is such as to make her especially suited to the part, it is believed. She will be remembered for her portrayal of the rôle of Therese in "Dr. Jekyll and Mr. Hyde," starring John Barrymore, and that of Temptation in George Fitzmaurice's production, "Experience."

Tommy and His Visitors



Tommy Meighan is here shown with Leonora Hughes, dancing partner to Maurice, and James J. Jeffries, former heavyweight champion of the world.

Mr. Jeffries dropped in from his ranch to visit the studio and was very much taken up with its size and activities.

Arrivals and Visitors

The Lasky studio family has been augmented by the arrival of George Fitzmaurice and his wife, known professionally as Ouida Bergere; Thomas Geraghty, formerly of the London studio, all of whom will be active in the West Coast plant. Mr. Fitzmaurice is shortly to begin the production of "Happiness," Manners' play, with May McAvoy in the Laurette Taylor rôle; Miss Bergere will write the screen version. Mr. Geraghty will be attached to the Frank E. Woods' staff in a chief editorial capacity.

Arthur James, editor of "Moving Picture World," was a visitor at the Lasky Studio a few days ago. Oddly enough, though he has been in Los Angeles before, this was his first trip to the Paramount West Coast plant and he was very much impressed by the activity, extent of the studio, etc. He met many of the stars and others.

Under the charge of E. R. Baker of the committee, several members of the Disabled American veterans of the World War visited the Lasky studio the other day to personally invite Paramount stars and others to the big convention to be held June 26-30 at San Francisco by the disabled men. Among those met by the boys were Gloria Swanson, Betty Compson, Lila Lee, Lois Wilson, Sylvia Ashton, etc.

When In Doubt—Call On Him Again



The Pepville Gazette



Vol. 6. No. 37

MONDAY, MARCH 20, 1922

Price: "Bought and Paid For"

THE PEPPVILLE GAZETTE

PUBLISHED WEEKLY

Entered at the Postoffice through the Mail Slot

Editor's Office:

Same Place

WEATHER

Probably Clear and Maybe Warmer, Perhaps—We're Not Sure.

Mother Love

A. L. DeCosta, who covers Zone 4 of the New York Exchange, remarked to Mr. Ham-mil that "A mother's love is a wonderful thing."

"Yes," DeCosta went on, "Last night I saw a picture of myself, taken at the age of ten."

Contentment

If it happens that my face Fails to suit your high ideals— Well enough; it suits my taste And serves me faithfully at meals.

A Bright Boy

Tommy was always a troublesome boy, at grammar he was always at his worst. "What gender is 'phonograph?'" asked the teacher one day.

"Feminine gender," promptly replied Tommy.

"No, no, it's neuter!" returned the teacher.

"Well, it ought to be feminine," was Tommy's unblushing reply, "cause it repeats everything it hears."

Is He Deaf?

Small Girl—Do spooks make noises?

Small Boy—'Course they don't.

S. G.—Well, there must be a whole lot of them around here.

S. B.—Why, what makes you think so?

S. G.—'Cause I can't hear anything.

HERE IS ONE FROM BOSTON

That Wins the Hand-Painted Wash Rag

Schaefer: "I understand, Davis, that you are very fond of music."

Davis: "That's correct, I am."

Schaefer: "What musical instrument do you play?"

Davis: "The Victrola."

Overheard In The Denver Exchange

"They gave him MARCH HARE to cover the dark house. MISS REBELLION also arrived late, so they substituted FRISKY MRS. JOHNSON." Gosh!

Brainy—That's Him

Teacher—John, name six domestic animals.

John—Hog and—and—

Teacher—Yes, yes. Go on.

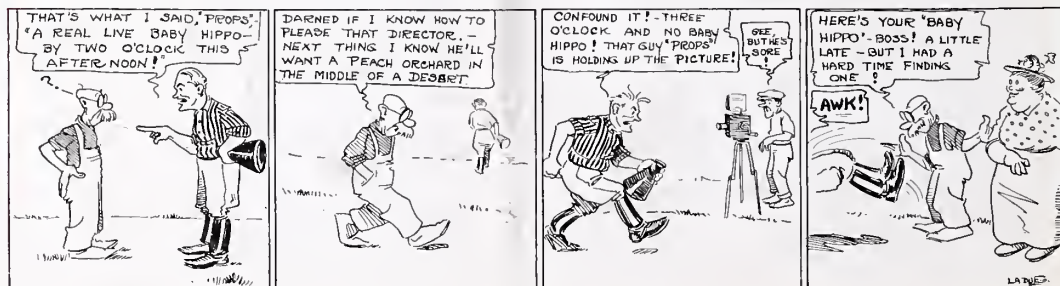
Hog and—

John—(with a burst of intelligence) Five pigs.

LAST MINUTE NEWS


AIN'T OUT YET!

"PROPS" (ON THE JOB) HE GOT ONE



"THE MIRACLE MAN"
"DR. JEKYLL AND MR. HYDE"
"OLD WIVES FOR NEW"
"ON WITH THE DANCE"
"DON'T CHANGE YOUR HUSBAND"
"BEHOLD MY WIFE!"
"MALE AND FEMALE"

REVIVAL WEEK



PARAMOUNT
PEP

HIGH LIGHTS OF REVIVAL WEEK

The Only Theater In The Town

S. R. Kent Answers Boasberg's Query Regarding One-Theater One-Town Proposition

Beginning now, we are going to invite sales arguments for a particular column and they will be answered by the sales executives in the home office.

This is a most important sales factor, inasmuch as the answers derived will in most cases prove beneficial to the entire force, based on one single salesman's unanswered problem.

Al. Boasberg, or Albany Exploiteur, has given us a typical argument. Here it is:

"I have the only theatre in this town and if the people want to see pictures they have to come here, therefore I buy the cheapest service that I can."

Mr. Kent starts the ball rolling by giving us his own personal answer to this argument. He says:

Answering Mr. Boasberg's query as to how we would handle the situation where an exhibitor controls the only theatre in town and buys cheap pictures because if the people want to see pictures they have to come to him, my argument would be along the following lines:

First, is the exhibitor building for the future or is he trying to take out all he can by putting in just as little as he feels he has to?

The public is not interested in what the exhibitor pays for the product, but it is interested in what it gets for its money, and any exhibitor who thinks he can long kid his audience by giving anything but the best, simply because he controls the situation and can buy cheaper, is only riding for a fall.

With pictures nationally advertised as they are today, you cannot deprive the public of the knowledge that there are better pictures to be seen. Such information long ago ceased to be a secret.

The exhibitor's argument he is doing all the business in town with a cheap class of picture is no argument at all, since he has no means of knowing how much more satisfactory his business would be if he showed only the best.

Furthermore, the very fact that such a service as Paramount, or any quality service is open in a town of this kind, is a standing invitation for someone to come in and build a competitive house no matter how small the town may be, because business today is controlled by productions and not by theatres, and the public would show their resentment of an inferior article by patronizing a house that gives them the most quality for their money.

An exhibitor who shows Paramount and other good pictures need have no fear of competition, since no one would build a theatre for the purpose of taking on a cheap service, but as long as our service or quality service remains open in a town of this kind, it is a standing invitation for someone to go in and use it. This has been demonstrated so often it is needless to argue it.

There are hundreds of second and third run houses today doing a tremendously satisfactory business against much finer theatres because they show the best in product, and there are likewise many splendid theatres starving to death because they are forced to show inferior pictures.

In this business the public follow quality and the easiest man in the world to whip or undermine is the exhibitor who feels he is accomplishing a purpose by forcing the cheap pictures on his patrons simply because he has the only avenue through which they can get this kind of entertainment.

S. R. KENT.



Give Us A Sales Argument—We'll Answer It.

ANNOUNCEMENT

COMMENCING THE NEXT ISSUE, ACCESSORIES NEWS WILL BE CONTAINED IN A SPECIAL SECTION OF PEP.

A Real Help

John P. Goring, Exploiteer at Los Angeles has effected a good addition to the already valuable Jewels of the Silent Stage.

On sheets exactly the same size as those cut out for the book, Mr. Goring has made up a five page insert of valuable exploitation hints to the salesmen. He has covered the customary and regular advertising for the theatre and given a slew of practical stunts that can be recommended to any theatre, small or large.

This is a splendid idea and every salesman should see their exploitation representative at once and get these inserts for their book and use Mr. Goring's slogan, "Take your Exploiteer right with you."

What You Can Do if You Try

Some wiseacre once remarked that if the proper thought and effort is put behind anything, the desired results can be attained, and Harry Danto, Sales Manager at our New York Exchange, must have heard these words of wisdom and decided to test them out.

So when an out-of-town exhibitor came to him with the plea that he cancel twenty-four pictures on Group 4 that he had yet to run, claiming that each one was so old it would hurt his business to show them, Harry mentally decided that instead of cancelling anything, he intended to sell this exhibitor all of our product, and he set about to do so.

In the first place, he argued that NO Paramount picture is too old to run. Here Harry batted out a clean home run, because none of them had shown in this exhibitor's town. One success automatically leads to another and it didn't take Harry long to convince the man that every one of these pictures should be run, and run at once, so that in the future he would be playing really close to release date. So Harry signed him.

But this wasn't enough for Harry. He had won the confidence of the exhibitor completely and the rest was easy. He signed him up for all the new pictures and for these he secured regular prices.

"What you can do if you try!" was Harry's remark when he was congratulated on this accomplishment, and he added, "In fact, what *anyone* can do if he tries."

The reward of a thing well done is to have done it—Emerson.

"Dill"—One of Us



A. O. Dillenbeck

A. O. Dillenbeck is the man who directs the Paramount national magazine and newspaper advertising for Hanff-Metzger, Inc., our advertising agents. He has lived with our advertising for five years and is one of the family—spending nearly all his time at 485 Fifth Avenue—using his own office at Hanff-Metzger as not much more than a branch. He is a member of the Sales Cabinet

and attends all District Managers' meetings. He knows all branch managers and exploitation men, either personally or through correspondence. He is not much of a talker, but he is a good listener.

It was "Dill" who conceived the idea of a National Paramount Week, an idea that is now being imitated by almost every other company. He has carried the burden of battles with newspapers for low rates and his agency has handled with great success the immense amount of detail in placing our National advertising in newspapers and magazines.

Hanff-Metzger's work has been a great factor in merchandizing Paramount Pictures and this success to a large degree is attributable to the close harmony maintained by "Dill" between his forces and ours.

Whose Pet Alibi Is This

"These prices are the best we could get in this town. Recommend acceptance."

Every day contracts are pouring into the home office and a great many of them have this recommendation on the back.

It is only natural that the Divisional Sales Managers wish to be thoroughly posted on the existing conditions in every town under their jurisdiction, but it would be folly for them or anyone else for that matter, to arrive at any sensible survey with recommendations such as this on the contracts.

Who has a good answer for this? Let's have it and we will publish it.

An Idea

Every salesman in the New York Exchange is armed with the following stamp, and it certainly has a wonderful use; **PARAMOUNT TIME.**

The idea is this: When an exhibitor comes in they get a hold of his date book and promptly stamp up the time which a salesman considers should be given to Paramount Pictures, and with this as a definite reminder to the exhibitor, the only thing left is to get the productions which are to be used on these particular dates—and it certainly works.

PARAMOUNT PEP

"BUT ABOVE ALL THINGS,
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees
of the*

FAMOUS PLAYERS-LASKY CORPORATION

Its Contents are Strictly Confidential

PAUL L. MORGAN

Editor

Vol. 6

MARCH 27, 1922

No. 38

We Have No Secrets

In a corporation as large as our own and distributing the product that stands fourth in the world industry, it is not only folly but disastrous in many cases to keep a sales secret.

Time and again in past conventions held by our sales department seemingly small sales arguments advanced have served to solve a problem effecting the entire distribution.

In other words, if you know of a new sales angle on any particular production or block of productions,—if you know of any sales problem that remains unsolved in your mind, it is only fair to yourself and the organization you represent to find the answer.

Commencing in this very issue we are going to delve deeper into sales talks both to answering problems and giving suggestions.

The majority of the sales material to date in PEP has originated entirely from the home office and it is Mr. Kent's desire to have the field play the real part in sales chats by becoming more conversant with their pen, so to speak—by being less reluctant in coming forward with stumping problems and by being generous in telling of a difficult sale or other existing problems that can either be answered or be in the form of direct information to your brother salesman in the field.

The same thing applies to our general service and F. V. Chamberlin stands ready, as he always has, to answer any problems you may have existing regarding your exchange operations or service.

'Tis true that you may have taken these cases up individually and they may have been answered individually, but the remainder of the field, while perhaps not at the time being confronted with your particular problem, are without that information should it arise in their particular territory.

Everybody should ransack their brain this very moment and see if there is not some particular item of importance that will do some good, no matter how small, to the rest of the field, then when you have it send it in.

If it is a suggestion it will be printed—if it is a problem it will be answered and printed.

Mr. Kent has started the ball rolling, now it is only right that you tag on.

Men We Know

R. Kohn



Ralph Kohn, Assistant Secretary of our corporation, who recently returned from a business trip in Germany for us, is now back batting the hand ball to keep in trim.

They tell us that Ralph is a live wire on his feet and knocks a wicked ball.

By the way, this hand ball fad is fast growing in the ranks of Paramount—guess we'll have to frame up a contest.

Believe in Yourself

The world would not amount to much if there had not been men thruout the ages of time who believed in themselves. Some were dreamers; more were egotists; many fell short of their great ambitions; some stumbled upon success; but in all cases their faith in themselves was boundless.

The world seldom takes a man at his true worth until about the time his tombstone gets tottery.

People will never think much of a man who does not honestly and justly think a great deal of himself. The best salesman in the world is he who believes in his own goods and knows how to make the other fellow think the same way. All success in life is more or less a matter of salesmanship, but the finest salesman who ever lived will not succeed if he is selling false goods.

Make yourself, first of all, worthy of success. Be thoro and efficient. Be clean in your life and honorable in your dealings. Be willing to give full value for what you receive, and, with this equipment go forth and win.

The world is not going to knock down your front door and drag you forth unwillingly to its great rewards. There are some very nice stories in junior publications about Opportunity sneaking up behind a man unexpectedly.

But the men who have been overwhelmingly surprised by a kind and indulgent Fate are few.

Modesty is a virtue with a low batting average.

Do not underestimate your own ability, your own worth and your own rights. Herein lies the secret of many a man's success.

—Thrift Magazine.

They Positively Need Accessories ! ! ! !

Longer Exhibition Life

S. R. Kent Comments on Martin Quigley's Editorial Regarding Famous Pictures That Have Been Shelved

"Martin Quigley, in his editorial, 'Longer Exhibition Life,' in Exhibitors "Herald" of March 25th, placed his finger on a very vital matter in the business of distributing and exhibiting pictures," said Sidney R. Kent, in an interview with PEP.

"Mr. Quigley states what we in the Famous Players-Lasky organization recognize as a truth when he says that when the owner of a picture will placidly forget its existence, it follows in the natural order that the theatre men will do the same.

"If sales organizations and exhibitors throughout the industry would recognize that a picture is absolutely new until it has been seen, and this applies to the individual patrons as well as to the theatres or cities where it has been shown, one of the most vital problems with which we have to contend would be solved. Add to that the fact that there have been scores of genuinely worth-while pictures released during the past few years which thousands of people would like to see again, and the matter looms still more important.

"We are going to adopt a policy of re-issuing, in blocks of convenient numbers, some of its noteworthy successes. The first block selected includes George Loane Tucker's 'The Miracle Man,' Cecil B. DeMille's 'Male and Female,' 'Old Wives for New' and 'Don't Change Your Husband'; George Fitzmaurice's 'On With the Dance'; John S. Robertson's 'Dr. Jekyll and Mr. Hyde,' starring John Barrymore, and George Melford's 'Behold My Wife.' This block of seven pictures will be shown by Hugo Riesenfeld at the Rialto Theatre, New York, during the week March 26. Heavy bookings have been reported by all our exchanges for the same group since our first announcement a couple of weeks ago.

"There is no reason why such a venture should not be eminently successful. I feel that it will prove, in our own case, most gratifying not only to exhibitors but to their patrons, making for exhibitor prestige wherever the policy is followed. If exhibitors would only get away from the idea that a good picture is dead for all time as soon as it has been shown in their town, they would not only find sure profits but would strengthen themselves with their patrons.

"Now let me emphasize just one other point, one which Mr. Quigley called attention to in the concluding paragraph of his editorial. Thousands of good films are lying idle on the shelves of the distributors, he says, 'I should say that the average worth-while picture does not circulate during its so-called lifetime to more than seventy per cent. of its possibilities.' That, in fact, is a very liberal estimate and takes into consideration that the first-run circulation may often be by practically 100 per cent.

"This means that many a fine picture misses being shown in thousands of towns. This condition, I believe, is not entirely our fault. It is due chiefly to a prejudice among many small exhibitors against showing pictures which they regard as old, even though their patrons have never seen them. They seem in many instances to be obsessed with the idea that it is imperative that they show only comparatively new pictures even though they may be mediocre or almost worthless, losing sight of the fact that they are nearly always paying more money and getting far less value than would be the case were they to play the older and better pictures. All of which brings us right back to the

(Continued on Page 7, 1st Col.)

Accessories Items

Buffalo for week ending March 18th sold 653 insert cards, which marks the record sale of this item for this Exchange.

In addition to this, Buffalo disposed of 28 gilt frames in the last two weeks. They believe in placing a market for the cards and then selling the cards.

For the past five weeks, Kansas City has sold 64 gilt frames. This was excellent concentration on this item and the Accessories Department there, headed by Mr. F. L. Collins, will very soon reap the fruits of this nice record by showing handsome increases in the weekly sales of insert cards.

During the week ending March 18th Cincinnati sold 500 Block One sheets, 50 Block Three sheets and 20 twenty-four sheets on "Mistress of The World." This in addition to a bunch of other accessories on the individual chapters, to one account.

Mr. J. J. Hess has been transferred from the San Francisco Exchange to the management of the Accessories Department in Chicago.

We extend him the glad hand of welcome and wish him every success.

The Milwaukee Exchange has sold 56 gilt frames in the last four weeks.

The sale of frames always predicts a healthy condition for the sale of insert cards later.

PEP 

MR. PEP SAYS:

There is some success for everyone of us if we will only take the time and pains to go after it.

Lasky Team Wins

They Put it Over the Zukor Team in Amount of Days Secured for Two Weeks Drive

The Paramount Anniversary Weeks contest at the New York Exchange is over.

And the Lasky Team won! Joe Lee is the Capt. of this team.

Up to the very close of this contest, everyone was working with a will and showed such force back of it that the whole contest proved to be one of the most successful ever inaugurated in this or any other Company. The results obtained are particularly gratifying, even to the members of the losing team.

The members of the teams, together with their quotas and actual days secured are as follows:

LASKY TEAM

Salesman	Zone	Quota	Secured
Joe Lee	10	964	532
Milt Kussel	12	504	328
E. L. DeCosta	4	448	506
"Teddy" Roosevelt ...	13	384	632
Max Marin	11	240	205

ZUKOR TEAM

Salesman	Zone	Quota	Secured
Richard Gledhill	7-8	488	373
Al Ferraro	5-6	864	544
Irving Hanower	1	624	385
Jesse Levine	2-3	624	398
Wm. Burnstine	9	516	243

On this basis, the Lasky Team, with a quota of twenty-five hundred forty, secured twenty-three hundred eighty-three days, which gives them ninety-four per cent. The Zukor Team, with a quota of thirty-one hundred sixteen, secured twenty-three hundred ninety-seven days, or a percentage of sixty-nine per cent. On this basis, the Lasky Team won by a wide majority, and it was probably this fact alone which brought forth the remark from Dick Gledhill, that "they won this time, but when the next one comes off, we'll show them a thing or two."

Both Mr. Zukor and Mr. Lasky heartily congratulated both teams for their wonderful work and each were firm in their belief that they would win in the next drive.

Maine Lines

Chas. Raymond—Correspondent

We have always known that Maine had some strange names for its towns but here's a winner—Purgatory Mills. Ain't that a hot one? Wheez!

It took a Maine newspaper man to convince me that a file was unnecessary to carry on a business. This editor files all his correspondence in the stove. The day before I hit into the town he had burned all the copy I sent him for the Paramount Anniversary ad and a \$250 check along with it.

Leo Britton, the dashing Branch Manager, is looking at cars. That old rhyme about "In the spring the young man's fancy lightly turns to thoughts of Love," should be changed to "thoughts of Cars."

Service Appreciated

The consistent good service of our Denver office under M. S. Wilson, Branch Manager, is again brought out in a letter recently received from one of their exhibitors in western Nebraska. The letter reads:

I wish to take this opportunity to thank you for your courteous treatment and the excellent service I have received from you and you may rest assured that the Famous Players-Lasky Corp. will receive seventy-five per cent of my business after our present contract expires.

Yours very truly,

J. E. WARREN.

A Wise Picker



Max Doolittle, Exploiteer at the Minneapolis Exchange, pens his conception of the shopping exhibitor for the readers of PEP. It is a good one and also shows that Max hit the nail on the head when he said they were Picking Peaches.



In the photo they are, top: (left) Violet Dryburg, (right) Edna Gordon; center (left) Elsie Young, (right) Mary Dillon; bottom (left) Agnes "Mac" Murray, (right) Gladys Dillon.

Who wouldn't be a miner if he could have such charming co-workers as these? But you don't have to go down a shaft—just come to Toronto and you'll find this ensemble in the Paramount exchange.

Here we have them presenting a chest of silver to J. P. Bicknell, Vice-President of the Famous Players-Canadian Corporation and President of the Famous-Lasky Film Service, Ltd., at the recent dinner given in honor of that gentleman at the King Edward Hotel.

Set pieces were constructed to represent the McIntyre Mine of which Mr. Bickell is also president and when these fair miners emerged from the depths, it was the big wallop of the evening.

The silver service was the gift of all the employees of Famous-Lasky Film Service and Famous Players-Canadian Corporation, the organization operating the theatres from coast to coast. After this picture is seen we expect that there will be a lot of applications for transfer to Toronto. A motion picture was made of the entire affair and shown in the leading theatres. The public thought the miners were regular film actresses. Guess they wouldn't be bad at that—what?

Longer Exhibition Life

(Continued from Page 5)

fundamental point: 'A picture is always new until it has been seen.'

"Mr. Quigley is to be commended for bringing these important matters so forcibly to the attention of the industry."

A Bit of Irish

Much to the surprise of the entire contract department at the home office on St. Patrick's day they found "Bridget" O'Hagen's desk famously decorated with the green.

Aside from green crepe paper all over the desk and chair, there were cabbages, hats, an apron, clay pipe, Irish story book, a pot of real shamrock and slews of postal cards on the desk.

PEP's cameraman succeeded in getting Miss O'Hagen to pose especially with her green hat and clay pipe.

It is needless to say that Miss O'Hagen was unexpectedly surprised with a reception of this kind.



Marie O'Hagen

Chicago Breezes

By Irma Beck

Please to announce that Chicago Pep Club is gradually climbing up to second place, if not first place (all apologies to New York Club) Monday night is "Stunt Nite" and each member of the club will be given an opportunity to display their talents, a fine will be levied on every member who does not take part in the "Stunts." Our dance of Feb. 27th, went over BIG, large crowd and wonderful time, all exchange members present with exception of Mr. Given and Mr. Bolle, who were unable to appear on account of having to push the Kissel car at least half of the way home from the office. Some ALIBI, we say. Mr. Manning absent because of his recent sickness, was missed by everyone present."

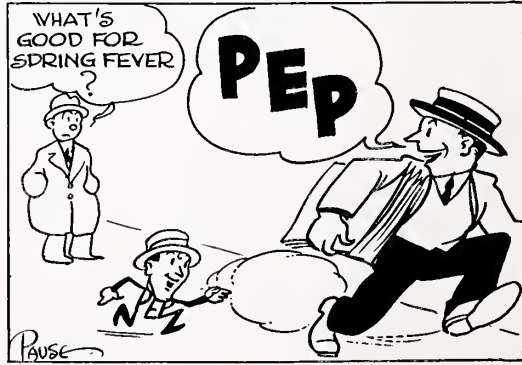
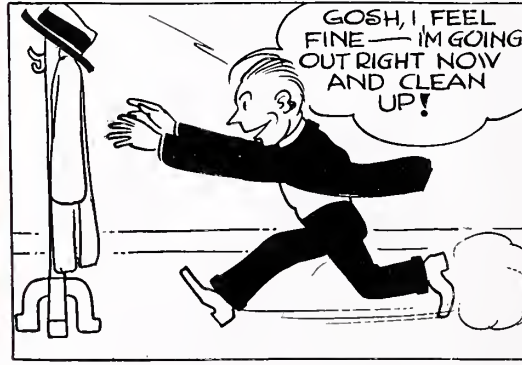
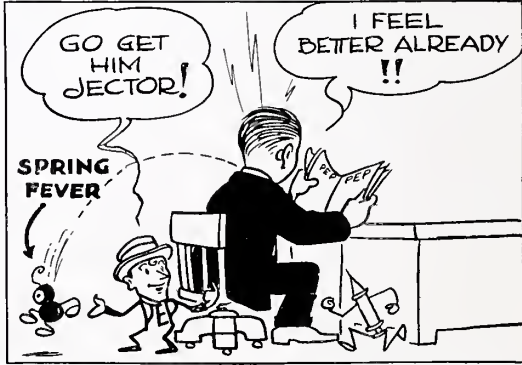
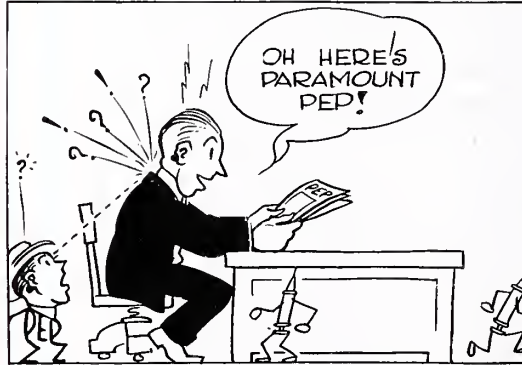
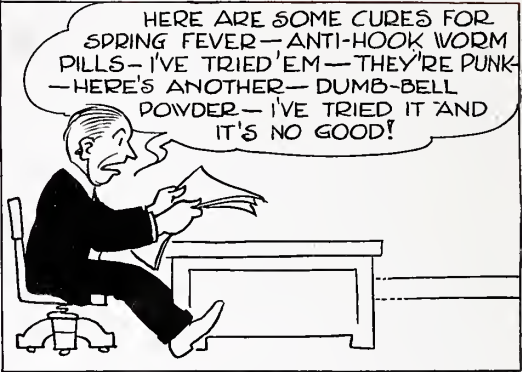
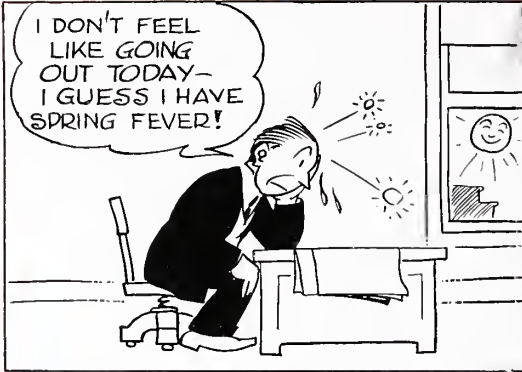
Miss Dorothy Weintraub, formerly of the Accessories Department, has returned to the fold. It does our heart good to see her smiling face around the office.

We have two new stenographers among us, Miss Catherine Luce, Secretary to Mr. Given and Miss Rose Cogan, Stenographer for Mr. Levee. We certainly envy the membership committee of the club; they are always the first ones to meet our new arrivals.

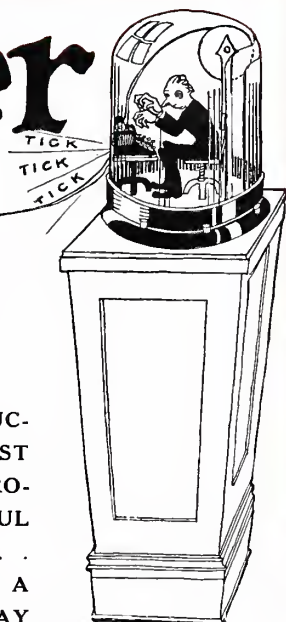
MR. PEP SAYS:

Worry is bad for the health and disposition, and certainly retards all success that may be coming your way.

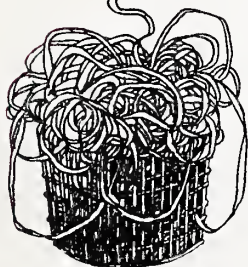
A Cure For Spring Fever



Pep's Ticker



WOW! WHAT A LINE-UP OF PRODUCTIONS FOR REVIVAL WEEK . . . JUST IMAGINE, A SOLID WEEK OF THESE PRODUCTIONS WITH THEIR WONDERFUL STORIES? DIRECTORS AND STARS . . . DR. STERN IS THE PROUD FATHER OF A BABY BOY—ARRIVED LAST WEDNESDAY . . . CONGRATULATIONS, DOC . . . DOC DENIES RUMOR THAT IT WAS TRIPLETS . . . HENRY SALISBURY RETURNED FROM A TRIP TO MIDDLE WEST . . . WATCH NEXT WEEK'S PEP FOR "IS MATRIMONY A FAILURE?" . . . WHO WAS IT THAT PLAYED THEIR FOUR INSTEAD OF THEIR ACE . . . AL BOASBERG, EXPLOITEER, TRANSFERRED TO ALBANY . . . X . . . Y . . . Z . . . MIKE HUGHES IS GETTING SO GOOD THAT EXHIBITORS PUT HIS NAME IN THEIR PROGRAMMES . . . JERRY AKERS ARRIVED BACK AFTER A LENGTHY TRIP TO THE MIDDLE WEST . . . O . . . O . . . O . . . HE ALSO HAD A SIEGE OF THE FLU BUT PLUCKILY CAME THRU O. K. . . . EVERYBODY IS TALKING PARAMOUNT CLUB BALL . . . C'MON, YOU ACCESSORIES BOYS, KEEP YOUR PEEPERS OPEN FOR A REAL BIG ANNOUNCEMENT . . . READ S. R. KENT'S REPLY TO BOASBERG'S QUERY—THEN SEND ONE IN YOURSELF . . . SEE YOU NEXT WEEK.



If It's A Paramount Picture —

Blue Ribbon Week Drive Is On

Canadian Offices Battling for Paramount Blue Ribbon Week Cup, Now at Winnipeg!

What Canadian office will roll up the largest gross business for the week of April 17th, Paramount Blue Ribbon Week, and thus come into possession of the Paramount Blue Ribbon Week Cup?

This is the sole topic of conversation among all the employees of all the Canadian exchanges just now. This is the question that has set the wheels of Paramount industry going faster throughout the Dominion than they've ever gone before, has kept typewriters buzzing, mail flying, telegraph wires humming, salesmen sleepless, managers diffusing pep in every direction and Bam, the Exploiteer, on the necks of the newspapers. It's going to be a gr-r-r-and week when it finally breaks.

The Paramount Blue Ribbon Week Cup was offered for the first time last year by George Weeks personally, then General Manager for Canada, now Divisional Sales Manager. It was understood that the winning office would only be allowed to keep it for one year, unless they could win it again by beating all other offices on business for the next Blue Ribbon Week. Of course the award is based on territorial possibilities realized—percentage of quota reached.

The Cup for Blue Ribbon Week, 1921, was won by Winnipeg, then under the management of Morris Milligan, now manager at Toronto. Milligan says he is going to win it for Toronto this year—that he got it once and can get it again and wants it to follow him wherever he goes. On the other hand the Winnipeggers, led by Carl Weeks, brother of the illustrious George, say that no one can possibly take it away from them, not even Milligan. They've got it and intend to keep it, especially now that a Weeks is there to help them hold the Weeks Cup.

Now comes Ed English, of Montreal, with the unequivocal statement that his office and none other will shelter the prized trophy from April, 1922, to April, 1923. He says the Montreal gang tasted defeat bitterly last year and they simply will not let any one put it over them this time.

All these announcers do not seem to take into consideration Bill Hansher, of Vancouver, who led all offices for the year 1921. Bill don't say much about what he's going to do, but he's an ace on doing it, so it wouldn't be at all surprising to see him win the Cup. This leaves but one other office in the west (Calgary) and one in the east (St. John) to consider. Both these offices are strong contenders.

No one seems to be worrying about who has to pay the expressage, and it is a fact that at every office a place has been prepared for the installation of the magnificent silver trophy.

The outcome will be awaited with considerable interest by Mr. Pep, Jector and the entire Paramount organization, especially following so closely on the heels as this contest does, of the 10th Anniversary campaign. They are certainly "keeping April up" in Canada.

The Farewell



When Jerome Beatty left for the west coast a week ago last Saturday, the whole crowd naturally were around bidding him goodbye.

Joseph Fronder of our Art Poster Department sketched his conception of the farewell exclusively for Pep.

The hero of the sketch is Mr. Beatty and the heroine is Miss Marion Brooks, his secretary.

Milwaukee Bits

"Bob" Gary—Correspondent
Rose Judell—Asst. Correspondent

Our Exploiteer, Bob Gary, is a little "horse" and looks a little "pail," so he has asked the writer to act as correspondent pro tem.

The Paramount Pep Club of Milwaukee at its recent re-organization named Miss Amanda Winter as its President.

Other officers elected are: Miss Norma Puhlman, Vice-President; Miss Florence Block, Treasurer; Miss Rose Judell, Secretary.

Miss Winter has appointed the following Entertainment Committee: Misses Eleanor Duffy, Ida Saybel and Jean Salzer.

It Deserves Longer Life—

Third Party for Cleveland Paramount Club

By Miss R. Labowitch

On St. Patrick's Day the Cleveland Paramount Club held their third party—no this party was not in celebration of peace being declared in Ireland but the party was a huge success anyhow.

Practically every member of the club was present and many outsiders were among the gathering.

The decorations were green and white and special mention should be made of the entertainment committee's efforts to make the party a success.

Refreshments were served during the entire evening and we think everyone who attended enjoyed themselves to the utmost.

Many prizes were awarded for various games which were played during the evening.

Mr. Blakely should be congratulated for his artistic drawings of The Lakes of Killarney which were necessary during one of the prize dances and the lakes were so numerous that there was barely a space for one to place a foot outside the lines which enabled them to win a prize. Mr. Harry L. Royster and his dancing partner were awarded the prize for this particular dance.

Everyone received a little favor in the form of a clay pipe tied with green ribbon and their name imprinted thereon.

The guest of honor was Mrs. Thomas A. Kilfoil. Mr. Kilfoil was unable to attend as he was in another of the exchanges attending to business.

Des Moines Notes

Mr. Ted Mendenhall, our Star Salesman, has been confined to his bed, at home in Oskaloosa, Ia. We sure hope to see Ted back, well and happy, real soon.

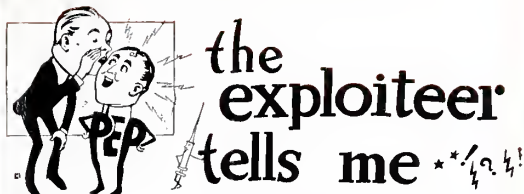
Mr. Neal, Shipper, also was on the sick list one day last week.

Again we have a new Exploiteer, Mr. John J. Friedl, whose pleasing personality has already won him much admiration, not only among the office personnel, but exhibitors, too.

Mr. Paul Grove, assistant shipper, sold his "Henry," has decided to get himself "out of debt," as it were.

We were all swelled up over the fact that we sold 1,032 window cards, W/E March 4, until we saw the notice in PEP that Boston Exchange had sold several more than we had. But nevertheless we are still proud, and are working hard to beat your record, Boston.

Miss Lova Bictman, inspector, is wearing a "sparkler." She will tell WHO but not WHEN. Here's wishing you lots and lots of happiness, Lova.



John J. Friedl, well-known in Iowa and the Dakotas, is the newest exploiteer. He will hold down or up Des Moines.

Al Boasberg comes East. "Bozo" succeeds John Howard at Albany.

But John succeeds "Bozo" at Detroit so that makes it even.

We beg to announce Walter Lindlar's bat wing collar and battier tie. He look like an 1870 tin-type, which fact he has heard before.

Fred Walters believes he should come off the hospital list and sent in a whale of a stunt to prove it.

En route to Albany, "Bozo" stopped in at the home office. It is chuckling yet.

Which means as a humorist, Mike A-Mike Vogel becomes as serious as a preacher.

The hospital list (ward of broken arms) consists of John McConville, Norman Dixon and Oscar Kantner, and Max Doolittle.

We are pleased to announce the recovery of Ken Renaud.

St. Louis Loose Leaves

By A-Mike Vogel

Drums were heard in the distance—shouts of the populace rumbled thru the soft coal clouds—klaxons were raucously intoning—expectancy filled the air. What was it? A visit from the President! Or an oil gusher on Olive Street! No, nothing as unimportant or as trivial—merely announcing that DICK McMANUS HAS RETURNED TO ST. LOUIS!!

Roger Thompson, who Mr. MacManus succeeds, has been transferred to Omaha.

Dallas Quibs

The stork has blessed Mr. and Mrs. Rucker with a bouncing baby boy, Wallace, Jr. Weight, eight pounds, two ounces and three eighths. The office force has presented "Baby" Wallace with a sterling silver baby cup. Mr. Rucker, our Exchange Auditor, reports that Wallace, Jr., is already good at figures, mathematically speaking—



Contributing Editors:

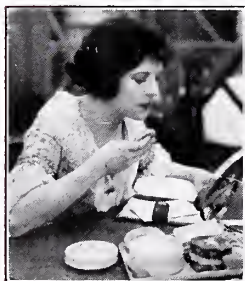
A. H. SHIRK	-	-	-	West Coast Studio
F. MARTIN	-	-	-	London Studio
S. D. PALMER	-	-	-	Home Office

President and Vice-President



This is the very latest photograph of Mr. Adolph Zukor, and Mr. Jesse L. Lasky, and was taken at the West Coast Studio recently when Mr. Zukor was there conferring with Mr. Lasky on future production plans.

Delightful and Petite



May McAvoy

Such is May McAvoy, our little star, whose popularity is increasing every day.

Miss McAvoy is here seen making up for the next scene in her present production.

"Meighan for Manslaughter"

Selection of Thomas Meighan for Leading Rôle in Cecil B. DeMille's "Manslaughter" Was in Deference to Widespread Popular Demand

The selection of Thomas Meighan to play the chief male rôle in Cecil B. DeMille's forthcoming production of "Manslaughter," was the result of a widespread popular request, according to Mr. De Mille.

When it was announced that Mr. DeMille had secured the screen rights to "Manslaughter," critics and fans throughout the country showered both DeMille and Meighan with letters in which the writers pointed out the particular fitness of Meighan for the part.

Yielding to this popular request, Adolph Zukor, Jesse L. Lasky and Mr. DeMille decided during a conference held while Mr. Zukor was at the West Coast studio to hold up the plans for the next Meighan starring vehicle and permit the star to play the rôle. As a result of this resolution, there will be either one less Meighan picture produced or the star will have to crowd in an additional picture on his production schedule.

Leatrice Joy was chosen by Mr. DeMille for the leading feminine rôle before the producer's departure for Europe several months ago. Miss Joy's work in "Saturday Night" was responsible for this decision. So far these two are the only members of the stellar cast who have been named.

The scenario is now being written by Jeanie Macpherson from Alice Duer Miller's novel of "Saturday Evening Post" fame.

"TO HAVE AND TO HOLD"
TO BE
FITZMAURICE'S
NEXT!

Where the Reids Bathe



Wallace Reid's private swimming pool affords wonderful cooling off sport for the Reid family and their friends in the warm weather.

The pool, beautifully tiled, is artistically set in a portion of the Reid property.

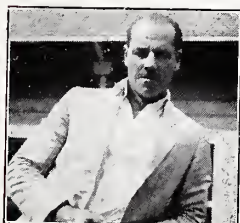
In the photo, from left to right, they are: Wallie Lohman, Wallace Reid, Mary Louise Lohman, Billy Reid and Mrs. Wallace Reid.

Ready to Be Shot

Here's Paul Powell guiding Agnes Ayres in the act of doing a "close-up" of Mrs. L. Trimble Bradley, famous as the only woman stage director who makes that her year-round profession. Mrs. Bradley, for four years stage director for George Broadhurst, has abandoned legitimate drama to study photo-plays from the bottom up at our West Coast Studio. Paul Powell is an interesting "only" as he is the only newspaper man to spring direct from an editor's desk to a movie director's chair. He's now directing Agnes Ayres in a new Paramount Picture adapted from "The Ordeal" by W. Somerset Maugham.



Kept Busy



Jack Holt

Jack Holt, one of our popular stars, has certainly been kept on the go the last few months at the west coast studio. As soon as he finishes with one production, you will find him busily engaged in the next. However, the "more the merrier," he says.

A Prominent Group



Speaking of celebrities—here are six of them taken on the day of Mr. Cecil B. De Mille's return to the studio.

In the photo, left to right, they are: Thomas Meighan, Jeanie Macpherson, Lois Wilson, Cecil B. De Mille, Gloria Swanson and Conrad Nagel.

"Nice People" Cast Now Complete

Julia Faye will play one of the chief feminine roles in William de Mille's forthcoming production, "Nice People," according to an announcement by the producer. With Wallace Reid, Bebe Daniels and Conrad Nagel, she will divide honors falling to the four most important characterizations.

Production work on this picture started last week.

Other important members of the cast are Claire McDowell, Edward Martindale, Bertram Johns, William Boyd and Ethel Wales.

Screen and Ball Room Celebrities



It was only a short time ago that Maurice, the world's greatest ball room dancer, and his partner, Leonora Hughes, visited our West Coast Studio and posed for P e p's cameraman, with Conrad Nagel, leading man, and Agnes Ayres, star.

From left to right in the photo they are: Leonora Hughes, Conrad Nagel, Agnes Ayres and Maurice.

Our Jeanie Macpherson



Jeanie Macpherson

Folks, we want you to meet Miss Jeanie Macpherson, who is perhaps the foremost scenario writer of the screen.

Miss Macpherson has completed the adaptation for "Manslaughter" to be directed by Cecil B. De Mille.

An interesting incident in connection with this adaptation has been revealed. Miss Macpherson actually underwent an arrest, trial, sentence and served time in a western penitentiary in order to get the proper prison atmosphere for her adaptation.

Aside from adapting many prominent productions, she has written a number of originals among which are "Don't Change Your Husband," "Affairs of Anatol" (suggested by Schnitzler's play), "Saturday Night," and "Fool's Paradise."

Among her adaptations are "Male and Female," "Forbidden Fruit" and "Old Wives for New," and from all reports she can cut another notch in her gun for "Manslaughter."

Miss Macpherson is as pleasing in person as her smile and is extremely popular, not only at the West Coast Studio but thruout the world of filmdom.

Taking Things in Hand



Theodore Roberts, our grand old man of the screen, evidently does not find need of a carpenter around his household.

One of Mr. Roberts' pet hobbies is his carpenter bench at his home in Hollywood.

He is just as much at home as a man of all jobs, as he is an efficient actor before the camera.

Wampas First Annual Frolic and Ball a Tremendous Success



Ray Leek and Adam Hull Shirk Teaching Lois Wilson and Helen Ferguson to Write Publicity Stories

The P.A.'s have gone and done it. They've proved that as entertainers they are just as successful as they are at publicizing the picture folk. At the Ambassador Hotel, Los Angeles, March 15th, the First Annual Frolic and Ball was given and an immense crowd greeted the efforts of the Western Motion Picture Advertisers, or "Wampas" as they are called.

Pretty nearly everybody was there. Among Paramount stars, officials, writers and others were noticed: Thomas Meighan, Betty Compson, Jeanie Macpherson, Lois Wilson, Lila Lee, Bebe Daniels, Leatrice Joy, Sam Wood, May McAvoy, Eddie Sutherland, Alan Hale, Walter Hiers, Rodolph Valentino, etc., etc.

Boxes were reserved for Cecil B. DeMille, Jesse L. Lasky, Thomas Meighan, Betty Compson, Jeanie Macpherson, and many others.

Bebe Daniels sang. Fred Niblo, directing Rodolph Valentino in "Blood and Sand" was master of ceremonies and almost lost his voice before the evening was over. Mr. Niblo is assuredly the king pin M. C. of the coast. Enid Bennett (Mrs. Niblo) was among the many notable persons in attendance. There were a dozen big numbers on the program by big people in the profession.

Much credit must go to Arch Reeve of our West Coast Publicity Dept., and first aid to Adam Hull Shirk, west coast publicity director, for the success of the affair. Mr. Reeve is president of the Wampas. Harry Wilson was stage manager; Ray Leek was director general and all the boys of the Los Angeles press men's association worked with a vim to put the affair over.

At midnight the newspaper of the event, "The Midnight Wampas" was issued and sold by the stars of tomorrow. It was edited by Harry Hammond Beall and was filled with originalities in a burlesque vein. The funds derived from the affair will be used to carry on the purposes of the organization and to combat adverse movements against the industry in general.

The Best Proof of the Cold



Betty Compson

are now being made at the studio.

When people said it was so far below freezing at Truckee, Cal., a few weeks ago, perhaps some of us believed it a trifle imaginary for the state of California, so here's proof of it.

Betty Compson is here posing with her beloved snow man that she has just finished between scenes for "Over the Border," at Truckee, interior scenes of which

William de Mille Starts "Nice People"

With the finished scenario of "Nice People" under his arm, William de Mille returned to the Lasky studio and started production work on this Rachel Crothers' play.

The producer had been in consultation with Clara Beranger, the scenarist, in New York during the previous three weeks. Between business conferences he found time to secure the screen rights of "Clarence," Booth Tarkington's famous stage success, which will follow "Nice People" to the screen.

This trip is the first of four which Mr. de Mille plans to make to New York each year. Mrs. Beranger will remain in the East developing the scenarios for forthcoming William de Mille productions. The producer will confer with her before beginning production work on each picture.

All four members of the stellar quartet of players who are heading the cast of "Nice People" have completed rôles in other productions. Wallace Reid has been at work in the title rôle of "The Dictator," Bebe Daniels is co-starring with Jack Holt in "North of the Rio Grande," Wanda Hawley recently completed her rôle in George Melford's production of "The Woman Who Walked Alone," and Conrad Nagel is finishing the leading man's rôle with Agnes Ayres in "The Ordeal."

All of the principals finished last week.

Help! Help!



Here's a couple of movie mariners marooned in the midst of our west coast studio ocean.

One at a time boys, don't crowd.

"Taint every day you get a chance to rescue such charming persons as May McAvoy (right) and Lois Wilson (left).

DeMille Returns to the Studio



After a long vacation and a siege of illness following his return from abroad, Cecil B. DeMille, beloved by every person at our big west coast studio, was welcomed with acclaim by the studio folk upon his return.

Mr. DeMille is now himself again and will start work immediately on "Manslaughter."

In the photo, left to right, they are: Alvin Wycoff, Director of Photography; Paul Iribe, Mr. DeMille's Art Director; Cecil B. DeMille, Jeanie Macpherson, Thomas Meighan and Ann Bauchens.



An Invitation for Betty



Betty Compson among others, just received an invitation from the disabled American Veterans of the World War to a convention the boys are to hold in San Francisco in June.

In the center of the photo is Betty Compson; to her right, E. B. Baker, in the light suit; and on the extreme right of the photo is Charles Eyton, General Manager of our West Coast studio.

You Can't Do It By Thinking About It



The Pepville Gazette



Vol. 6. No. 38

MONDAY, MARCH 27, 1922

Price: Non-Sense

THE PEPVILLE GAZETTE PUBLISHED WEAKLY

Entered at the Postoffice through the Mail Slot

Editor's Office:

Boys, Oh Boys! A Bran New Office

WEATHER
All Mixed Up.

Rushing Business

Lou Vogel, salesman at the St. Louis Exchange, hit one of those Main Street towns at about one in the morning and finally aroused the host of the burg's hostelry.

Being shown to a room Lou asked the proprietor if the bed was warm.

"It should be," replied the host, "another guy just got out of it."

Heard in Sarah Lyon's Dept.

Miss Epstein: "Isn't it funny, Miss Lyons, that the men always tease the girls about getting their furs out now that Summer is coming?"

"Why," she continued, "is it that several of the men are growing mustaches just when the warm weather is coming around?"

How come, gentlemen?

To the Editor:

The writer recently received from our London office an agreement which purported to be a grant from Famous Players-Lasky Corporation to Famous-Lasky Film Service, Ltd., of a license for exhibition "tights." Will this agreement pass the Censors? This indicates that London is even faster than New York.

H. M. PITMAN,

Legs! Dept., Home Office.

Not So Bad

Dick DeCosta, who handles Zone 4 for the New York Exchange, is the owner of a car which is of rather doubtful vintage, and with Spring coming on he decided to have it overhauled for Summer use. So he drove it into a garage to get an estimate as to just what it was going to cost him.

After the garage man had walked around it a couple of times, he remarked, "That's a good horn you have, and I think the best thing to do with your car is to jack it up and run a new one under it."

Not Particular

Nervous Client—Are you sure you have given me the right mixture and not some sort of a poison?

Clerk—Yes, I presume it's all right; anyhow you'll soon find out.—Detroit News.

LAST MINUTE NEWS

R. C. LIBEAU, BRANCH MANAGER AT KANSAS CITY, TO REPLACE R. G. McMANUS, TRANSFERRED TO ST. LOUIS AS B. M., REPLACING R. D. THOMSON, TRANSFERRED TO OMAHA AS B. M.

H. I. KRAUSE GOES TO WASHINGTON, D. C., RELIEVING C. C. WALLACE, WHO GOES TO CHICAGO AS B. M.

NO DISTRICT MANAGER AS YET ASSIGNED TO TERRITORY OF KANSAS CITY AND ST. LOUIS.

"AMBROSE (The Boy Scenario Writer) ...GETS CLOSE TO NATURE



**"IS
MATRIMONY
A FAILURE"**

**"THE COMEDY
KNOCK OUT
OF THE YEAR"**

Jesse L. Lasky

**PARAMOUNT
PEP**

A COMING B. O. KNOCKOUT

Regarding Guarantee and Percentage Arrangement

G. E. Akers Answers Query of Salesman Regarding the Advantages and Disadvantages of the Guarantee and Percentage Arrangement

Following on the heels of S. R. Kent's answer to Mr. Boasberg's query in last week's PEP, G. E. Akers, General Divisional Sales Manager, answers the query of a salesman on guarantee and percentage.

WHAT IS THE ADVANTAGE OR DISADVANTAGE OF THE GUARANTEE AND PERCENTAGE CONTRACT ARRANGEMENT?

Regarding this question, Mr. Akers says:

Too many guarantee and percentage contracts received in the Home Office have the appearance of being written to kid the Home Office instead of to secure the maximum amount of film rental we are entitled to in accordance with the Box Office value of the production.

As an example, we recently received a contract from a certain exchange, on which the picture was to run either one or two days with a guarantee of \$25, we to participate over \$125, the same participation point to be used whether the picture was run one day or two days. This contract naturally has every appearance to the Home Office of being written, not in an effort to secure the proper film rental, but to assist in getting the contract approved. Undoubtedly the salesman making this sale felt that the price was lower for the town than we would think we were entitled to and merely set an arbitrary figure with the exhibitor for the participation point feeling that the contract would be passed by very lightly on account of it being a guarantee and percentage arrangement.

As another example, we recently received from an exchange a contract for one picture at a guarantee of \$25, we to receive fifty per cent. of the gross receipts over \$50 and with the same enclosure received a contract for another picture with a guarantee of \$15, we to receive fifty per cent. of the gross receipts over \$50. Both of these pictures were to be run two days in this theatre.

Inasmuch as on the one picture the guarantee was \$10 less than on the other, it naturally follows that we should participate over a point \$10 less where we had the smaller guarantee. There is no doubt in our minds but what this \$50 participation point was also an arbitrary figure merely set in to help get the contract approved.

The guarantee and percentage plan can be just as valuable or just as disastrous as our salesmen make it. It can be valuable from the standpoint of assisting us in getting in towns and demonstrating to the exhibitor the value of our product—in the meantime assuring us of receiving the proper film rental that we are entitled to, but in order to accomplish this result the very closest attention must be given to the figuring of the participation point. The participation point must be figured from a basis of the guarantee—the overhead and reasonable profit. By reasonable profit we do not mean that the exhibitor is in every instance entitled to as much or more profit than we get guarantee. A theatre is entitled to a certain percentage of profit based on their investment just the same as any other business and they are not entitled to 100 per cent. profit on any production. In the major-

(Continued on Page 11, 2d Col.)

Change in Advertising and Publicity Departments

Jerome Beatty Detached as Head of These Two Departments and Placed on Special Sales Work in Connection With the Studio

Announcement was made last week by S. R. Kent that Jerome Beatty has been detached as head of the Advertising and Publicity Department and will hereafter do special work for the sales department in connection with the studio.

All matters pertaining to paid advertising will be handled by the Advertising Department as a separate department in charge of A. M. Botsford. This also includes trade papers, direct-by-mail, press book, accessories, national and New York outdoor advertising.

All matters pertaining to publicity will also be handled as a separate department in charge of Charles E. McCarthy. This includes all publicity work connected with trade paper, newspaper, magazines, newspaper syndicate, tie-ups, general publicity and other general lines of work that fall within this scope.

The department of lithographs, theatre, and lobby accessories, headed by Albert Thorn, will operate under the jurisdiction of Mr. Claud Saunders.

THESE MEDICINES ARE
THE BEST CURE IN
THE WORLD FOR
SPRING FEVER!



An Asset—Good Personal Appearance

The Comedy Knock-Out of the Year

Jesse L. Lasky announces that the production "Is Matrimony a Failure," will be the comedy knock-out of the year.

The advertising possibilities on this production are wonderful for three big reasons.

First—it's a good picture; second—the title has unlimited exploitation possibilities; and third—the cast is one of the best that has ever been put into a single picture of this calibre.

It's a big one and behooves us to get after it.

The London Banquet



Tuesday, January 21st, the department heads and Branch Managers of the Famous Lasky Film Service, Ltd., held a banquet at the close of a day's conference and enjoyed a lively dinner at the Trocadero in London.

In the photo they are, top of the table: J. C. Graham. Bottom of the table: Montague Goldman. On Mr. Graham's left: I. Collins, E. Ayres, J. Hamson, C. Bonnaire, F. White, A. Olsen, H. Supper, H. Walker.

On Mr. Graham's right: J. S. Martin, A. Denton, B. Simmons, J. G. Bell, J. Goldman, A. Nisbet, P. Harrison, J. Corper, S. Harrison.

Telling the Public for the Exhibitor

We Will Carry Double-Page Advertisement of Gloria Swanson in "Beyond the Rocks," Announced for Day and Date Booking May 2d

The Saturday Evening *Post* issue of May 1, will contain a handsome double-page display advertisement of Gloria Swanson in Elinor Glyn's "Beyond the Rocks," with Rodolph Valentino, the next super-production selected for day and date booking. The release date is May 2, and on that day the picture will be shown in more than two hundred leading theatres throughout the country.

The left hand page of the advertisement is illustrated with four stills from the production and contains text bearing directly upon the picture. The right hand page contains a large picture of Miss Swanson and Mr. Valentino in a striking pose, and in a panel alongside the illustration is an announcement of seven other new Paramount productions. The list includes Betty Compson in "The Green Temptation," George Melford's production, "The Woman Who Walked Alone," with Dorothy Dalton; Thomas Meighan in "The Bachelor Daddy," George Fitzmaurice's production, "The Man From Home;" "Is Matrimony a Failure?" William de Mille's "Bought and Paid For," and Wallace Reid, in "Across the Continent."

Experience has taught our organization that these special Saturday Evening *Post* advertisements of individual productions invariably result in a heavy public demand for the picture advertised, and with Miss Swanson and Mr. Valentino, two of the most popular stars in pictures, in this production, indications point to its being one of the biggest box-office attractions of the season.

Tell your exhibitors to display this ad in their lobbys.

It All Helps

H. L. Conway, Milwaukee Salesman, Gets Some Publicity

Recently H. L. Conway, salesman covering Zone 5 out of the Milwaukee Exchange, closed a real good contract with a prominent theatre in a prominent town in Wisconsin.

Out of the line of the entertainment page and the general advertising space, the newspaper carried a big article and headed it "Big Picture Contract Made." The sub-heading in big type read, "Local Theatre to Have Paramount Productions All This Year."

Following on thru the article it told of Mr. Conway's visit and of the final contracting for the big productions.

Our sole idea in giving you this item thru PEP, is to make fast the point that the dignity and importance created in the public mind by this article. It goes a long way in convincing the exhibitor that he has signed for the best.

It elevates the standard of our corporation for the public to see these kind of stories as a news item, and it wouldn't be a bad idea at all for salesmen to impress this fact on exhibitors when signing contracts, so that the importance of the deal will be impressed on his public.

Try it out and let us hear from you.

PARAMOUNT PEP

"BUT ABOVE ALL THINGS,
TRUTH BEARETH AWAY THE VICTORY"

This Publication is Distributed Only to Officials and Employees

of the

FAMOUS PLAYERS-LASKY CORPORATION

Its Contents are Strictly Confidential

PAUL L. MORGAN

Editor

Vol. 6

APRIL 3, 1922

No. 39

The Voice With the Smile Wins

The phrase "The Voice With the Smile Wins," originating at the telephone switchboard long ago has spread its effect to every line of business and every person's desk—to those of course you have realized its value as an admirable "habit" and asset.

Some are prone to use it often—some less frequently and some—and how foolish!—not at all. The old alibi, of course, for the latter being "you can't smile in our business."

Well, we're telling you now, folks, that it's the greatest investment in the world because—you cannot lose on it—doesn't cost you a dime to buy the controlling stock—and it pays the greatest dividends of all—yet—and why is it some of us still persist in stamping that "get-up-in-the-morning" expression on our faces and forgetting to "can" it after breakfast? You not only forget the beautiful side of life but it tends to make others who do business with you do likewise. Result—one person without a smile fails to draw another's.

Exhibitors large and small doing business with Famous Players are ENTITLED to a smile from every face that holds any position with our corporation. No one in the entire world objects to a smile and just think of the large number on which the impression is made.

We are positively in possession of facts that have proven to us that "The Voice With the Smile Wins," has won many a so-called "hard boiled" exhibitor to the reasonable side.

It makes you a welcome visitor and a successful host—what more could you wish if your steps are directed towards a successful being on earth.

Start now and make it your office motto—The Voice With the Smile Wins—and you'll get splendid results from it.

Everybody is entitled to a smile.

Give and you'll receive—if you don't receive—smile anyway.

Let's go.

Start every day with a smile and you'll find it exceedingly easy to wear it day in and day out.

Men We Know

Dr. E. Stern



"Doc" Stern certainly has to learn how to manipulate the blocks now. The reason? Why a handsome new baby boy, of course, arrived at the Stern home Wednesday, March 22nd.

"Doc" is indeed a familiar and welcome M.D. around the home office and a regular member of our big family.

Thoroughness

The way a man does a job will denote his thoroughness. Some men, when given a certain thing to do will use snap judgment, which is a very dangerous thing. Good solid thought is the best policy, which leads to thoroughness.

We have a man in our organization who is about as thorough a man as they make them—Frank Chamberlin. It stands to reason, first of all, that to bring the exchange systems up to their present high standard, required thoroughness, but looking back leads us to state, that only a man who realizes that the job must be thorough, could have brought this about.

F. V. C. is naturally a great student of any problem. We remember that when it was decided to install bookkeeping machines, Mr. Chamberlin sat down one night and spent seven hours dissecting that machine to convince himself that, first, the machine was practical, and second, that the system would work out. Today we venture to say he can take one of these machines practically apart and put it together again.

Recently he became greatly interested in the radio machine and before most of us were aware that it was going to be so popular, had acquainted himself with the practical knowledge necessary to handle such an apparatus, not as an amateur would but as a professional might. His knowledge of electricity, which is plenty, has been gathered by such things as studying the radio, so that he was so well equipped on this radio subject that recently Mr. Zukor had Mr. Chamberlin supervise the installing of a radio receiving apparatus at his country home. That the job was complete, goes without saying.

This little talk on "thoroughness" ought to be interesting, because it is a big subject.

Invest In Our Smile Stock

Adolph Zukor Talks Over Radio

Delivered Address by Radio from Newark Broadcasting Station, Friday Evening, Picked Up All Over the East

Through arrangements with the Westinghouse Electric and Manufacturing Company and the good efforts of Mr. Short of our Accounting Department, Adolph Zukor delivered a brief address last Friday evening, March 31st, preceding our Paramount Club Ball.

Mr. Zukor went to Newark where his speech was broadcasted from the Westinghouse station WJZ.

Special apparatus was installed for receiving the message at all of our exchanges as far west as Chicago and in a number of instances the speech was heard in many of the leading theatres.

The Strand Theatre in Portland, Maine, was all set up to receive it and enjoyed the speech in spite of rain in connection with the showing of "Forever" which was playing a week's engagement there.

Mr. Zukor starting his talk at 7:50 p. m. told of his trials and tribulations which of course are now amusing in the light of the expansion of the industry to its present dimensions, in organizing and establishing the Famous Players Film Company.

Mr. Zukor also told of a few reminiscences of the days when he was proprietor of the famous penny arcade on 14th Street and when they weighed the day's receipts on a scale because it would have taken all night to count the pennies.

Following Mr. Zukor's speech, an orchestra loaned to the organization by Hugo Reisenfeld, played the opening number for the Paramount Club Ball and the dancers actually danced to the radio music, prior to the formal opening when J. Cox and his twenty-four piece orchestra "struck up" and took over the program of music.

The heavy rains interfered in many instances with various receiving stations in other cities but the programme went off as per schedule.

WALT LINDLAR SAYS:

Paramount—that's a good buy-word for pictures.

Read This—

C. M. Hill, Branch Manager of the Portland, Oregon, Exchange, found very good use for a little poem he recently encountered and he has re-vamped it with apologies to the author. Read it:

IT ISN'T THE THEATRE, IT'S YOU
If you want to have the kind of a theatre ..
Like the kind of a theatre you like,
You needn't slip your clothes in a grip
And start on a long, long hike.
You'll only find what you left behind,
For there's nothing that's really new;
It's a knock at yourself
When you complain of business
It isn't the theatre—it's you!

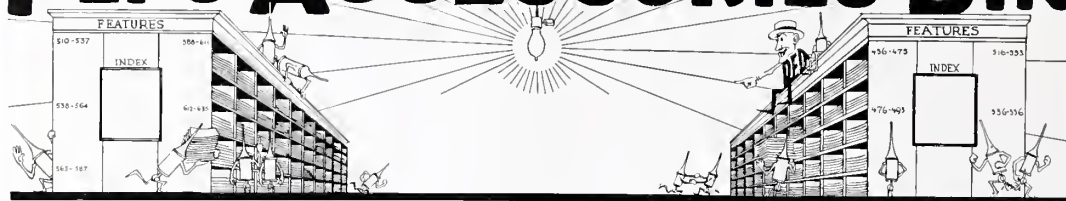


Real theatres are not made by men afraid
Lest someone else gets ahead,
When everyone works and nobody shirks,
You can raise the theatre from the dead;
And if while you make your personal stake,
Your neighbor can make one, too,
Your theatre will be
What you want it to be,
It isn't the theatre—it's you!

Get in on Our Radio Concert



PEP'S ACCESSORIES BIN



(Send in the best accessories slogan for this space, and win ten dollars)

ACCESSORIES MANAGERS, MEET PEP'S ACCESSORIES BIN!

Mr. Kent has given YOU this separate section in Pep every week.

It's YOURS. Its success is YOURS. Its future is in YOUR hands. YOU ALONE will be its editors and contributors.

LISTEN TO THIS, YOU fellows who kick about not breaking into print often enough!

One column of PEP'S ACCESSORIES BIN will be headed "SALES I HAVE MADE."

You make an unusually fine accessories sale. Mr. SO-AND-SO, of SUCH-AND-SUCH theatre never used THIS-OR-THAT. YOU sell him 9,000,000 SOMETHING-OR-OTHER.

Very well! SAY IT WITH A LETTER to Mel Shauer. Tell what you sold and how you sold it.

Presto chango! In the following issue of Pep, YOU fill as much of the "BIN" as you can.

If you don't fill it, it goes to press empty. Are you going to let this happen? Will you let Mr. Kent discontinue the "BIN" as a failure?

The answer is YOURS.

Here's YOUR chance. Put YOUR EXCHANGE on the map. Put YOUR DIVISION on top. Then hold 'em there.



NOW, ABOUT THAT THERE PRIZE!

You want a SLOGAN, don't you?—an ACCESSORIES SLOGAN that'll beat the Publicity Department's "BEST SHOW IN TOWN" stuff forty ways!

Write it out. Send it in to Mel Shauer before April 29th. Sales cabinet at Home Office will judge. If they pick yours you get ten bucks, your name in the paper, 'n' everything.

Only Accessories Managers are eligible.

Now get busy. If there's going to be a show YOU fellows will have to make it—but YOU will run it when YOU'VE got it.

PEP'S ACCESSORIES BIN

CONTINUED

While waitin' for you Accessories Men to get wise to your new section—

Chicago sold 42 gilt frames during the week of March 25th, averaging 7 a day. This is not a frame-up—it's 42 of 'em—

J. J. Curry and his Des Moines Accessories Department have been selling gilt frames steadily, turning in a sale nearly every week.

Mr. Curry says: "The exhibitor who puts on Paramount pictures and forgets to say so is like the man who rings for the elevator and then climbs the stairs."

Mr. Wm. T. Phillips, Accessories Manager at Denver, has been forced to resign his position on account of illness in his family. We wish to express our regrets to Mr. Phillips and hope that success will follow him wherever he goes. His successor will be announced in a future issue. In the meantime Mr. R. A. Schuler, Traveling Representative of the Home Office Advertising Accessories Department, is in charge of that Department.

The boys from the South have been at it again. For the week of March 25th, Dallas hit off net accessories sales to the tune of \$2,253.24. Atlanta came along with \$2,057.66. New Orleans with \$1,313.90. Charlotte with \$1,130.90. To date, Oklahoma's report is not in, but we have no doubt that they have upheld this fast pace.



Accessories Items

Mr. Warford, Accessories Manager at Oklahoma writes that they have started a campaign with the small town exhibitors to get them to use more accessories.

Mr. Warford says, "It's the little fellows who are building up the steadied accessories sales. We want to help them let their patrons know what Paramount productions they are playing."

"TEAM WORK"

Mr. Horne, Exploiter, and Mr. Rehfeld, Accessories Manager at Omaha, are working hand in hand on a campaign to stir up more advertising throughout the Omaha territory. We call this team work.

Mr. Horne says: "You can't talk the same way to all exhibitors."

Righto!

Try This on the Big Ones

It is the rule now at Cincinnati that every contract sent in on the Super-Specials must be accompanied by an accessories order. That is to say, it is now necessary for the salesman to sit down with the exhibitor and to figure out what advertising the latter is going to do on the bigger productions.

TRY THIS ON THE BIG ONES first. The rest will soon follow.

"Cincinnati, that's the stuff to give 'em!"

In the midst of tough times, this is more than ever the day to sit down with Mr. Exhibitor and to talk insurance on the money he pays us for our pictures. ADVERTISING IS HIS INSURANCE.

Mr. Salesman, if you were writing a book entitled "If I Were an Exhibitor," what would you put in the chapter devoted to advertising?

If you were running a big picture you'd tell the world about it, wouldn't you?

Take with you a thorough knowledge of the accessories we have to offer him. Take with you an accessories order blank. Talk accessories to him and GET HIS ORDER.

Advertising is his insurance. It is our insurance, and it is your insurance, because you have to go back at him time and again. You are not thru with him after one visit.

Mr. Accessories Man, give your salesmen and bookers the dope on every picture. Organize your "get-the-dope squads now."

SALES I HAVE MADE

*(The Sales-I-Have-Made
Column is Waiting For You
You Sell And We Number
The Pages)*

A Winner



Consuelo de Real

Miss Consuelo de Real has been announced the winner of a contest held in Cuba and has been elected queen of the 1922 carnival by an overwhelming majority.

This young lady, we are proud to say, is the head of our Inspection department in our Havana, Cuba, offices.

Detroit Secretary



Aileen Armour

This is Miss Aileen Armour.

Although a newcomer in the ranks, she has evidenced her efficiency and congeniality as Secretary to H. A. Ross, District Manager.

Push 'Em Over



Get the old pep spirit into your system and not only will you find it easy to get the business, but you will possess a real joy in going after it.

"Dapper Dan" of Canada

We've been six weeks trying to get a photograph of Eddie Zorn, Toronto salesman, who has been dubbed "Dapper Dan" because of his always immaculate and stylish appearance, and then Eddie, scenting our purpose goes and hands us this.

But one can be dapper in a bathing suit as well as street clothes and Eddie is all of that. He hasn't been to Palm Beach lately. This was "shot" last summer. Eddie is now in Western Ontario hitting the ball hard for Paramount Blue Ribbon Week. "Enthusiasm" is his constant companion. He works hard and he plays hard. Hails from Chicago and besides being known as a go-getter salesman, is noted for his dancing ability.



Eddie Zorn

Louis F.



Louis F. Edelman

Folks, meet Louis F. Edelman, Accessories Manager at the Washington exchange.

Louie is a good Accessories Manager and as the result of his consistent efforts as head of that department is rolling up a great score for Washington.

Hello, Hello!

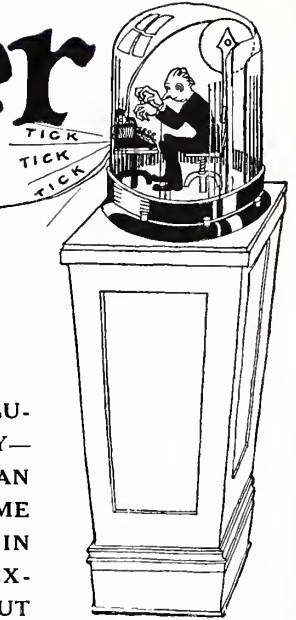


"Dot" Tilker

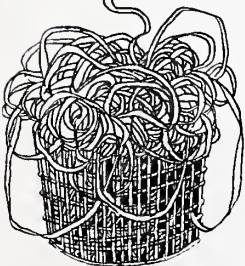
Pick up the telephone, call the St. Louis Exchange and the first person that answers you is Miss "Dot" Tilker, the telephone switchboard Miss at the St. Louis Exchange.

Miss Tilker is a firm believer in "the voice with a smile wins," and she lives up to the motto day in and day out.

Pep's Ticker



HAVE YOU SENT IN THAT SALES ARGUMENT YET? . . . STUDIO VERY BUSY—TURNING OUT GOOD ONES . . . EDELMAN FROM WASHINGTON, VISITOR AT HOME OFFICE . . . F. F. CRESWELL NOW IN MINNEAPOLIS . . . MAX DOOLITTLE, EX-PLOITEER, GOES TO WINNIPEG TO PUT OVER SOME BIG ONES . . . POLISH UP YOUR GOLF STICKS AND GET AN EARLY START . . . PERSONALLY, I WOULD RATHER PLAY MARBLES . . . WHAT DO YOU THINK OF OUR ACCESSORIES ANNOUNCEMENT . . . BE SURE AND KEEP THE COLUMN GOING . . . ACCESSORIES MEN SEND IN THE WINNING SLOGAN FOR PEP'S ACCESSORIES BIN AND WIN A BUNGALOW . . . WATCH THE NEW ENGLAND DISTRICT—BIG STORY COMING OUT SOON . . . PARAMOUNT CLUB BALL A HUGE SUCCESS . . . PROMINENT STARS OF STAGE AND SCREEN TOGETHER WITH BIG ONES OF THE INDUSTRY PRESENT . . . MISS KASS, OUR OLDEST EMPLOYEE, IS RECIPIENT OF HANDSOME DIAMOND WRIST WATCH . . . SEE STORY NEXT WEEK . . . REVIVAL WEEK HUGE SUCCESS AT RIALTO—SEE STORY . . . GOV. EDWARDS WAS W. E. SMITH'S GUEST AT THE BIG BALL . . . MORE NEWS NEXT WEEK.



A Contract Without A Play-Date—

Are You Willing to Pay?

C. M. Hill, Branch Manager at Portland, Oregon, Exchange Hits the Nail on the Head in Letter to Pep

Dear Mr. PEP:

I recently had the privilege of listening to Sousa's Band and was impressed by the fact that each member of the half hundred or more musicians is an artist fit to do a faultless solo if called upon and yet able to fit into the work of the band as a wheel fits into a perfect watch. Not a flaw, not a slip from start to finish of the program.

How does this perfection come about? Was it merely that a master musician had gone about the country picking up lucky stones, found a genius that happened here and there? It strikes me that this was not the case. Not one of that band of artists merely happened. Perfection is not picked up. Perfection never happens. Behind the work of each one of those instruments is a person with a will to work, to drill himself, to drive himself to his work whether or not he feels like it at the moment or not; a person with patience to plod and ability to acquire a liking for hard work. Yes—and there is more than that. There is a controlling desire to be perfect, to surpass others and to surpass oneself, and also the counterpart of this virtue, dissatisfaction with anything that is not perfect. Given this disposition together with a will force and a physique to bear it out, any man on earth will make a success of his chosen endeavor.

Why don't more young people achieve success? I believe one of the reasons is that before they begin to prepare themselves for their life work they have naturally hung back from dull hard practice and have said to themselves, "What's the use, I want a little fun out of life." And as they practice their lessons they say within themselves, "Well, this is about right; it's good enough anyway," and let it go at that.

In this world we get just what we are willing to pay for in good hard honest work and not a cent's worth more. What do we really want and what are we willing to pay?

Very truly yours,

C. M. Hill,
Mgr. Portland Exchange.

Directors Re-Elected

The annual meeting of the stockholders of the Famous Players-Lasky Corporation was held at the corporation's office, Tuesday, March 28, and the following directors were re-elected: Jules E. Brulatour, Cecil B. De Mille, Daniel Frohman, Albert A. Kaufman, Sidney R. Kent.

The following were elected to the Finance committee: Frederic G. Lee, Gayer G. Dominick, Maurice Wertheim, Theodore F. Whitmarsh, Adolph Zukor.

At 'Em Again

"Jack" Clark, salesman-de-contractus of the Omaha Exchange, kinda blushed and got all flustered an' everything when he saw that mention of his abilities as a poet in a recent issue of PEP. And just to show the boys in the office that sentiment and business CAN go together, he shot back into his territory and made the word "work" rhyme with "money" to the tune of \$7,000 worth of contracts—a feat never attained by any rhymester in the history of poetry. Thus are immortals created.

Revival Week

Revival Week Huge Success in New York

Hugo Reisenfeld, Director of Rivoli, Rialto and Criterion Theatres Does Tremendous Business

Stepping completely aside from their policy of at least a week's run at the Rivoli, Rialto and Criterion theatres in New York, Hugo Reisenfeld, director of these theatres, put over Revival Week to tremendous business.

Seven productions as listed in last week's issue of PEP, were used in their respective order, beginning Sunday, March 26th, and were classed by the critics, as well as the public, as the most elaborate entertainment ever presented at these theatres.

Louis Gardy, Publicity Director for the theatres, concocted a unique program giving each day's entertainment for the entire week, with the result that patrons attending the early part of the week were amazed at the program for the remaining days, and as Mr. Gardy says, "they used it like a time table or date book and made their dates with the theatre then and there for the rest of the productions."

Many had seen these productions before but they came again together with the others who were not fortunate enough to see them when they were first released.

Just as it has proven a success in a long run house, there is no reason in the world why other exhibitors thruout the country should not receive a goodly sum for the week's program.

Furthermore, the fact that these pictures are sold in a block of one week, not only proves a unique program for the exhibitor, and a house-puller for him, but it means solid time for one week.

We venture to say that providing this group of pictures is handled in the proper way and with the proper theatres, it will be one of the biggest weeks in the history of our business and furthermore will be one of the best week's attractions that the theatres have ever been able to offer in any part of the country.

Is Like A Phonograph Without A Record

Chicago Breezes

By Dan Roche

Herb Given simply can't understand why the Chicago police are so particular about the traffic regulations. Every time he parks his car and goes in to call on an exhibitor, they give him a ticket. He says: "They must think I'm the doorman."

Joe Levee reached here with a pillow on his jaw. Nestling coily 'neath the pillow was a robust boil. Walking on the "Boul Mich" caused it to culminate rapidly as Joe soon found that he could not boil and "rubber" at the same time, so the boil had to go.

Another Joe (without a boil) is in our midst. In fact, he's all over the place. Joe Roderick is the gentleman referred to, he having been transferred here from Milwaukee to take up the City sales work.

C. G. Epperson is travelling around the territory with "The Mistress of the World." Hate to give him away like this—but when a fellow travels double, its bound to be found out sooner or later.

All the stenographers are spending their extra cash on marcelles since J. J. Hess blew in from San Francisco to jazz up the Accessories Department. It "makes no never mind" to him, however, as he has gone about his job and now has the salesrooms looking like the front of a side show tent.

Any new stenos? Sure—we have several, and for pulchritude, manners and disposition, these young ladies all bat about 999. Want their names? Of course, how stupid of us; Miss Catherine Luce, now tapping the typewriter for Herb Given; Miss Rose Cogan, dainty dictatee for Joe Levee; and Miss Miriam Michael, producing publicity for the Exploiteer.

Milwaukee Makes Merry

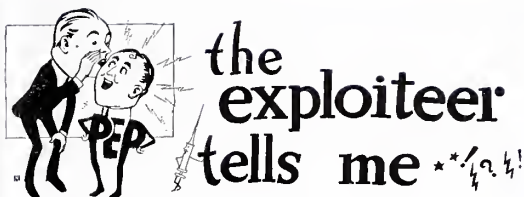
Thirty members of the Paramount Pep Club of Milwaukee paid tribute to that popular individual, Joe Roderick, who is being transferred to the Chicago Exchange, when they gathered at an informal party Monday evening of last week, in his honor.

'Twas fine, all this liveliness. For divertissements there was dancing to the strains of a Victrola—each one in his or her individual way put over the various stunts in suave style. So it went on, one riot after another.

And that isn't all. Everybody had an easy time of it, eating delicious sandwiches, potato chips, relishes, etc.

Everything moved at a high rate of speed. With no traffic cops in the offing to hold up the dizzying moments one thing succeeded another until the curfew rang at midnight.

It was great fun.



There will be an eight-page big-size Exploiteer on Revival Week.

"Saturday Night" and "Rent Free" Exploiteers comin' up.

The hospital list now includes Max Doolittle, Fred Greene, Eli Orowitz and A-Mike.

Has anybody heard from Charlie Raymond?

We hope he thaws out.

John Friedl is catchin' on nicely, the boss says.

"Bozo" hits Albany and slides into the PEP correspondence.

The newest exploiteer is J. Albert Thorn, who commands the artists in the lithograph department. Mr. Thorn isn't exactly a stranger—he's been here ever since there was a place to be. But the recent transfer puts him among the "boys."

Guarantee and Percentage

(Continued from second page)

ity of cases where we take a guarantee and percentage contract, from the standpoint of the value of the picture to us in the particular town, we have made no profit on the guarantee price and inasmuch as the whole contract is a gamble, the exhibitor is entitled to gamble for the biggest part of his profit the same as we are.

This plan can be made disastrous by the salesman creating disrespect for the plan through the manner in which he handles it with the exhibitor. If the salesman allows the exhibitors to gain the impression that he is putting a participation point on the contract merely to get it by the Home Office, the exhibitor will soon learn that the way to buy film cheaper is to insist on a guarantee and percentage proposition with a high participating figure, knowing full well that he has more profit than he is entitled to if we reach the participating point and still has a chance to get additional profit.

The guarantee and percentage plan of contracts is deserving of the greatest possible amount of study and consideration on the part of our Exchange Managers and salesmen and I sincerely trust each man in the field will take it seriously and put forth every effort to make it valuable to us instead of a boomerang.

G. E. AKERS.

Omaha Ha-Ha's

By Hal Horne

Among the visitors to the Omaha Exchange last week was Loren Taylor, head of the West Coast Art Title Department, who came into Omaha on a visit to familiar haunts—for the bustling mid-western city was formerly Mr. Loren's home. While here, he confabbed with the boys—and girls—and kept us all chuckling with his stories of the funny side of Studio Life.

We know Spring is with us again, for hasn't Miss Ann Barmish come smiling into the office with a charming little frock and an equally charming little smile? Miss Barmish, by the way, officiates at the typewriter of the exploitation department, and is partly responsible for the prolific effusion of stunts that keeps emanating from that branch of the Omaha activities into the coffers of the exhibitors of the Omaha and Nebraska territory.

"Rube" Harris, authority on Entomology, has at last settled a moot question—and all the boys and girls have gone back to work. "Lounge Lizards," he declares, is the epithet for frequenters of dance halls in New York. "And in Omaha," he says, "they call them cake-eaters." "In Dallas," he adds, "they characterize them as jelly beans."

"How about Denver?" asked Barney Kean, who hails from the mountain town and is beginning to study its language.

"Denver?" echoed Rube, "why in Denver they call 'em cough drops."

And everybody gave the regular yell!

Winnipeg Winces

L. Margolis—Corres.

The Winnipeg Office welcomed yesterday our General Manager for Canada, Mr. W. A. Bach. We were all glad to see him again. Our PEP Club had arranged a little surprise for Mr. Bach, in the nature of a theatre party and supper, but unfortunately, we were obliged to postpone same, owing to the fact that Mr. Bach had a bad cold, and was forced to keep to his room. However, we hope to carry out our plans before Mr. Bach's departure for the East.

We had a flying visit from Mr. Fred Creswell, on his way to Minneapolis, and were certainly pleased to make Mr. Creswell's acquaintance.

Mr. Max Doolittle arrived here this morning from Minneapolis, to help us out with the exploitation of several productions. Mr. Doolittle is a welcome visitor at this office, and we are always glad to see him here.

Anniversary Weeks, a Success in Australasia

Huge Advertising Campaigns Serve Their Purpose to all Paramount Exhibitors

Cable advices from Sydney, Australia, received by E. E. Shauer, director of our foreign department, report record-breaking business for Australasia's observation of the Tenth Anniversary. Rentals for the month of March have greatly exceeded the business of any previous month, and the theatres are reporting new box office records daily, according to John W. Hicks, Jr.

The most extensive advertising campaign ever known in the Australian film industry was conducted as one means of celebrating the month, leading newspapers and publications in all of the principal cities carrying large announcements of Paramount's tenth anniversary and the part played by Mr. Zukor in the up-building of the industry.

Mr. Hicks also announces in his cable that the name of the Paramount organization in Australia has been changed from Feature Films, Ltd., to Famous-Lasky Film Service, Ltd., the name used by the British and Canadian Paramount distributing organizations.

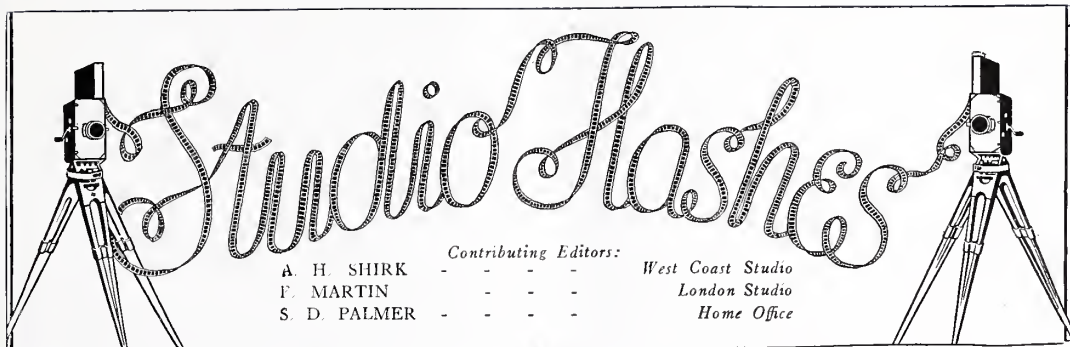
Arrangements have been completed to extend the scope of the Australasian organization's activities to include the Dutch East Indies and Straits Settlements in which a regular releasing program for Paramount Pictures will be begun in April. A large number of productions have been prepared for release in this territory and we have obtained facilities for the widest possible distribution for our product.

World Famous Scientist Addresses Pittsburgh Paramount Pep Club and Extends Invitation

By Bill Robson

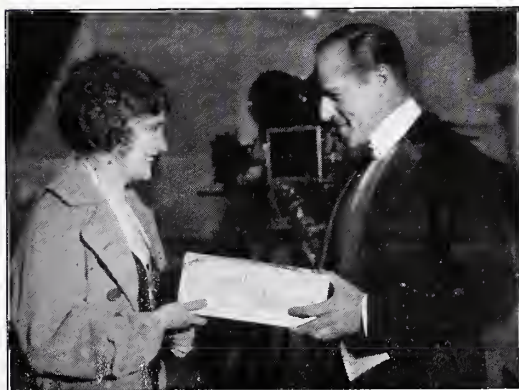
The Pittsburgh Paramount Pep Club was signally honored by being addressed at its last meeting by Dr. F. C. Jordan, Director of the Allegheny Observatory. He sprung some obvious puns about his business being with the stars just as we in the movies, and then told some interesting things about the way in which astronomers work, ending with an invitation to the club to visit the observatory; which, needless to say was accepted. The club will visit the observatory on the evening of April 12th and everyone is praying for a clear night that night.

Dr. Jordan was director of the famous Yerkes observatory before coming to Pittsburgh and is one of the leading and most noted of modern astronomers. He has various titles and is a member of many scientific societies. It was while directing this observatory that Dr. Lagley worked out the first aeroplane. He was followed by Dr. J. A. Brashear, probably the greatest lens grinder in the world; so the Pittsburgh Paramount Pep Club will learn a lot more about stars on the evening of April 12th.



Contributing Editors:
 A. H. SHIRK - - - West Coast Studio
 F. MARTIN - - - London Studio
 S. D. PALMER - - - Home Office

Up to the Minute



On April Fool's day, last Saturday, Jack Holt presented Agnes Ayres with a box of April Fool chocolates.

We have never seen any of this candy in the east, but we know lots of other good April Fool tricks.

For instance, giving a friend of yours the telephone number of the studio and have him ask for either Mr. Cooper or Mr. Hewitt.

PEP

Meighan Completes "Our Leading Citizen" for Paramount—"Manslaughter" Starts

Thomas Meighan and company engaged in the production of "Our Leading Citizen," under the direction of Alfred Green, returned to the Lasky Studio, last week from Modesto, Cal., where they were engaged in filming exteriors for the picturization of George Ade's story. With the taking of a few studio shots, the picture is now complete and Mr. Meighan has been enjoying a brief vacation prior to starting work in Cecil B. De Mille's "Manslaughter," which, according to the last advices from the coast, had been scheduled to start Monday, April 3.

Visitors at West Coast

Mrs. William Lett and her son, the latter recently out of the navy, were Lasky Studio visitors recently and saw the stars at work on new Paramount Pictures. Mrs. Lett is sister of ye editor, Paul Morgan, of PEP. She was fascinated by the studio and also with the wonderful weather. She had encountered hardly anything but rain until the day she arrived at the studio and was somewhat discouraged. Now she realizes that the boosters' talk about the Southern California climate is not all camouflage by any manner of means.

Sir Auckland Geddes, British Ambassador to the United States, and Lady Geddes, were interested Lasky Studio visitors a few days ago. They toured the studio under the personal escort of Jesse L. Lasky, first vice president of Famous Players-Lasky Corporation, and saw Rodolph Valentino, Gloria Swanson, Bebe Daniels, Jack Holt, Betty Compson and others busily engaged on their pictures. The visitors found the big workshop a vitally interesting place and watched the proceedings with thorough enjoyment.



De Mille's Assistant Here to Secure Accurate Data on the Tombs and Auburn Prison for "Manslaughter"

In order that the technical details of the prison and court scenes in his forthcoming production of "Manslaughter" be absolutely correct, Cecil B. De Mille recently sent his assistant, Cullen Tate, across the continent on a special data and picture gathering expedition.

Tate will spend several days measuring and photographing New York's famous city prison, the Tombs, and the women's penitentiary at Auburn, N. Y., both backgrounds for much of the action of the story of "Manslaughter."

Thomas Meighan and Leatrice Joy have been selected to head the stellar cast of this picture. Jeanie Macpherson is writing the scenario from Alice Duer Miller's novel of the same name.

Leaks From Hollywood

By Shirk

That "Blood and Sand," in which Rodolph Valentino will make his stellar debut, is to be a wonderfully produced photoplay is a foregone conclusion after a glimpse of the splendid settings, the admirable costuming, the wonderful types chosen and the general atmosphere. Fred Niblo, the director, is a marvel at handling crowds as well as small groups or individuals and he is gaining wonderful results. The Spanish homes, the flower and tree-filled patios, the typical furniture, etc., all conduce to the charm and realism of this Ibanez story adapted by June Mathis. Nita Naldi has arrived and will play Dona Sol; Lila Lee is Carmen.

Betty Compson is resting after her strenuous season in "Over the Border," with Tom Moore, a Penrhyn Stanlaws production. The company went to Truckee, Cal., and spent weeks in snow and blizzards and came back more or less frostbitten but happy, because they had secured some magnificent snow stuff. It is declared that never were finer storm effects secured for any picture. Miss Compson will start a new picture soon.

"She's only a bird in a gilded cage—"

Such might be the musical accompaniment for Gloria Swanson's new picture, "The Gilded Cage," by Elmer Harris, adapted by Percy Heath. It's a Sam Wood production. Miss Swanson has one of the most powerful acting rôles of her career in this and some more exquisite gowns to wear. David Powell is leading man and Anne Cornwall is the invalid sister. Walter Hiers plays a press agent impressario and looks as if he had been doing such things all his life. The settings are very attractive and in some instances quaint and old worldish in the extreme. There are some brilliant episodes with elaborate backgrounds. Pathos and humor, drama and emotion, vie with one another in this picture.

Thomas Meighan is up in Modesto, Cal., getting country town views for "Our Leading Citizen," George Ade's original picture play which he and Waldemar Young adapted and Alfred Green is directing. Modesto it is understood has never before harbored a motion picture troupe and the enthusiastic reception accorded them may be better imagined than described. Lois Wilson is leading woman.

My attention is called to an oversight: In mentioning the fact that Arch Reeve has been elected president of the Wampas (Western Motion Picture Advertisers) I should have stated that Barrett C. Kiesling is on the board of directors. That he will fill this important post with éclat and energy, displayed in all his activities, is a foregone conclusion. Mr. Kiesling is also a member of our West Coast Publicity Staff.

Mr. William de Mille held a reading of the script of "Nice People" his next production this week. The cast will include Wallace Reid, Bebe Daniels, Conrad Nagel, Julia Faye, Edw. Martindale, Eve Sothorn, Bertram Johns, Claire McDowell, Wm. Boyd, etc. The production starts shortly.

It certainly looks good to see Cecil B. De Mille back at the studio. He is now in good health following his attack of rheumatism and will soon

It Didn't Work



Gloria Swanson also made a try at fooling Rodolph Valentino at the West Coast Studio on April Fool's day.

It didn't work, however, because the string was not long enough.

Leo Green Succeeds F. S. Mills as Chief Electrician at Lasky Studio

Leo Green, formerly chief electrician for Cecil B. De Mille's production unit, has been appointed manager of the electrical department at our West Coast Studio, according to an announcement made by the studio management.

Green succeeds Frederick S. Mills, who resigned two weeks ago upon the completion of the major portion of the electrical construction work recently completed there. The new manager is a veteran electrician whose experience and popularity with his fellow workers give promise of unlimited success in this executive position.

start "Manslaughter." Thomas Meighan and Leatrice Joy are so far announced for the cast. When Cecil B. De Mille is away there is always a feeling as of something wanting—his genial presence, smile and activity are invariably missed by all his co-workers.

Lasky Announces More Stories

Jesse L. Lasky Announces Purchase of a Series of Peter B. Kyne Stories for Jack Holt—Fitzmaurice to Produce "To Have and to Hold," With Betty Compson—Sheehan Story for Meighan

Jesse L. Lasky announced Friday at Hollywood the securing of a series of stories by Peter B. Kyne for production, starring Jack Holt and directed by Joseph Henabery. The screen versions will be written by Albert Shelby LeVino.

"I was so deeply gratified," said Mr. Lasky, "by the production, 'While Satan Sleeps,' starring Jack Holt and adapted from Mr. Kyne's story, 'The Parson of Panamint,' which I prophesy will be one of the season's hits, that it gives me added satisfaction to be able to announce that we have secured several more of the author's most important stories.

"Among them are 'The Lost Kingdom,' which Mr. Kyne and Mr. LeVino are adapting from the former's *Red Book* story; 'Humanizing Mr. Winsby' and 'The Land Just Over Yonder,' which appeared in the Saturday Evening Post. Later on another Cappy Ricks story is to be produced."

It was also announced by Mr. Lasky that Mary Johnston's celebrated novel "To Have and to Hold," will be George Fitzmaurice's first production on the Coast. Betty Compson is to be featured with a prominent male star. Ouida Bergere is writing the scenario and Mr. Lasky says the production will be a super-special and one of the biggest pictures of the year.

A third feature of Mr. Lasky's announcement was to the effect that "The Man Who Saw Tomorrow," a remarkable story by Perley Poore Sheehan, author of "The Whispering Chorus," and "If You Believe It, It's So," will be produced with Thomas Meighan as the star. Frank Condon is preparing the adaptation and Alfred Green will direct.

"If I have gained any ability to prophecy during my experience as a picture producer," said Mr. Lasky, "and if I can, so to speak, 'see tomorrow' at all, I can vouch for the wonderful reception which will be accorded this production."

PEP 

Valentino Wears 105 Pounds of Clothes in "Blood and Sand"

One hundred and five pounds is the total weight of the three Spanish bull-fighter costumes worn by Rodolph Valentino in "Blood and Sand," by Vicente Blasco Ibanez.

Thirty-five pounds a piece are the gorgeous—but heavy—impedimenta the film star must carry about while interpreting the dashing Gallarda, hero of the popular Ibanez tale of Spanish life. For he who fights the "toro" in Madrid of Seville must be "all dolled up," a mold of fashion and a glass of form as it were.

The suits are of brown, purple and blue velvet, respectively, overlaid with pounds and pounds of silver brocade, the hand labor of months. The dress cape is of pink silk with an underlining of red, decorated with gold brocade. When fully dressed a bull-fighter tinkles and rings like a battery of bells on a busy Sunday.

The Valentino costumes were sent direct from Spain by John S. Robertson and are the real thing.

Negative and Positive

Inspired by Seeing "Another Version" of "The Little Minister"

The scene was in Rochester, New York, at the Eastman Kodak Company, and two pieces of raw film were talking:

"Where are you going, Mr. Negative Stock," said his friend Positive Stock. "Boy, I am happy," was the reply, "I am going out to the Lasky Studio in Hollywood and I'm going to be a PARAMOUNT PICTURE. There I'm going to marry Belle Howell, and we will spend our Honeymoon out under the direction of DeMille, then we shall meet all the Big Stars who I know will make an impression on us, and we will come in contact with such leading lights as Violet Ray and Cooper-Hewitt. We are going to be decorated by Art Title so we can call our children prints (Prince). I know we shall be proud of our offsprings; they will travel all over this world and will be welcomed everywhere. The biggest publications in the world will herald their arrivals and go into raptures over them.

"Their travels will not be confined to the United States; they will traverse the world and be welcome in Singapore as in Sydney, in Cairo as in China, always will they carry beautiful messages aptly expressed, always will they cause good cheer and spread joy and educate and entertain, and when our lives come to an end and the master projector calls us to our last vault, we will hear these welcome words, 'Well done, my true and noble Son,' but what of you, friend Positive, where are you bound for?" "Ah, me, I am destined to an unhappy fate; I am bound for the dilapidated studio of the Fightandgraft Film Company, who will build me into a cheap, tawdry film; they may give me a name similar to the one you bear, but I will not be entitled to it, and I will live my life a leach. Cancellations of engagements will haunt me, and I will be subjected to ridicule and abuse. I will see very little daylight and will spend most of my time in dark, dreary vaults or be left uncalled for at small railroad stations. We may meet again in some baggage car, and I will be glad to talk with you, but I envy you, dear Negative, for you will be a PARAMOUNT PICTURE and I will be a parasite—a terrible finish for a self-respecting piece of film."

The Time To Work Is—NOW!



The Pepville Gazette



Vol. 6. No. 39

MONDAY, APRIL 3, 1922

Price: A Diligent Reader

THE PEPVILLE GAZETTE

PUBLISHED WEEKLY

Entered at the Postoffice through the Mail Slot

Editor's Office:

Wonderful—Thanks to F. V. Chamberlin and H. C. Wylie

WEATHER

Sprig Has Cub.

Filing In and Out

Margie Finn is the best file-clerk we ever had in the Omaha office. She files in at eight-thirty in the morning and files out at six-thirty at night—AFTER all the filing is done. Which inspired one of the boys to write.

"Where does little Margie go. When Margie says 'good-bye! To file my little finger-nails,' Is Margie's quaint reply."

His Vocation

Lazy Mike: "I have a new position with the railroad company."

Weary Rhodes: "What ja gona do?"

Lazy Mike: "You know the fellow that goes alongside the train and taps the axles to see if everything's all right? Well, I help him listen."

Good Taste

"What sort of ties shall I get my husband?" asked a prominent showman's wife of Max Rehfeld, our accessories manager! Max, all business, replied, "Adver-ties!"

And that was one time her husband **didn't** get it in the neck!

A Patriot

After an eight hour session for a contract on the last five months business for this year, Jerry Akers asked Stanley Chambers of Wichita, what the definition of a patriot was.

Mr. Chambers said "The man who could make out and pay his income tax, sign a contract for five months of Paramount Service and get up and sing 'The Star Spangled Banner' with a smile, all in the same week."

In Australia

Exhibitor: (casting six reels of our best super-special of the vintage of 1919 scornfully on the counter)—"This ain't no good to me. You've jolly well got to give me a substitute."

Clerk: "Wot's wrong with it?"
Ex: "All the perspiration holes is gone."

Last Minute News

S. R. Kent announces the following changes:

H. E. ELDER, appointed Branch Manager at Cincinnati, effective March 20, to replace

M. C. HUGHES, who has been transferred to the position of Branch Manager at Pittsburgh, effective March 27, replacing E. M. Stuve.

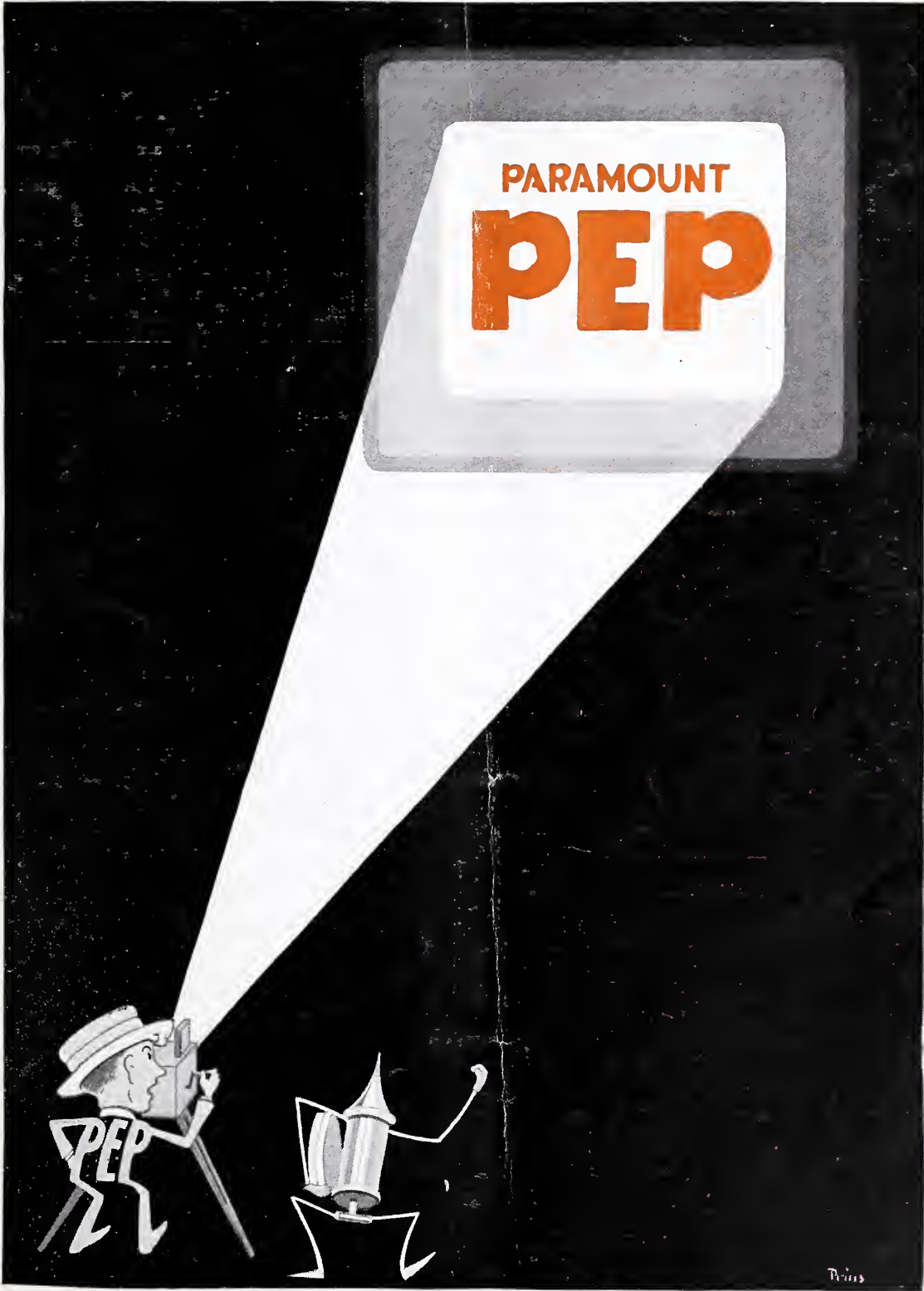
C. M. REAGAN has been appointed Branch Manager at Indianapolis, effective March 27, replacing

J. B. DUGGER, who has been transferred to the position of Branch Manager at Detroit, effective April 3rd, replacing F. E. North.

MR. O. WOG has been appointed as Branch Manager of the Salt Lake City Exchange, effective March 27, replacing

MR. W. P. MORAN who has resigned.

NOTE—We wish to correct the statement in last week's PEP regarding the Kansas City and St. Louis District. No District Manager will be assigned to this territory.



The One Big Step In The Right Direction

H. E. Elder Writes S. R. Kent on the Automatic Control System and Latter is Entirely Sold on Its Effect

That the automatic control system is doing its work is evidenced by the statement of H. E. Elder in a letter to S. R. Kent. The letter reads:
Dear Mr. Kent:

To keep in touch with you these precarious times I want you to know we are counting on digging with all the earnestness in our souls and I cannot see failure in any direction.

March for Cincinnati will run a little over ———. We have on our control for the week ending April 29th ——— or an average of ——— per April week.

This will be boosted as I have sworn solemnly to hold to ——— per week for my minimum mark to August 1st. If we do, it will have been an achievement and that is what I am interested in.

Previous to our installing the control Hughes could not tell ten days in advance within \$10,000 of what his results would be, but under our present plan it is right in front of our noses and you do not know what a help it is, and it is persistency in making the salesmen sell dates that has made this for us.

It is one big step in the right direction. The Home Office should issue instructions that an alibi on a contract will not go in lieu of dates because we find it possible in every case to get dates. This is a plan that shows who the fighters are and who the weaklings are and it is worth an untold sum to any branch that will get behind it, believes in it and uses it to the utmost extent.

We are going to come thru with a wonderful record in District 10 because we have a real fighting front.

Commenting on this letter Mr. Kent said:

"These are the kind of letters that make the Home Office happy because they breathe the spirit of determination so essential during these troublesome times.

"If every branch will believe in the automatic control for keeping track of incoming business, and will handle it with the same enthusiasm that Messrs. Dugger and Elder have in Cincinnati and Indianapolis, we know it will prove to be the greatest forward step this organization has taken in the past five years.

"In the scientific handling of our business in the future it will be indispensable because it is the barometer of all that is happening to us and nothing in this business counts today like dates."

Here's a Sermon for You

Let me fail in trying to do something



Rather than sit still and do nothing

Imlay Sisters



Reading from left to right, The Imlay sisters, Helene and Ruth, who have been with Famous Players in the Home Office for over seven years. Helene is chief of the Filing Department and at the drop of a hat can find you that letter Joe Gish of the Oskaloosa Theater, Oskaloosa, Iowa, wrote to Hiram Abrams back in 1915 along about January sometime. She operates one of the most complete filing systems in the world, having handled several tons of letters in the course of her service.

Ruth is the young lady who presides over the still photographs and has charge of the file and the ordering of thousands of dollars worth of still photos. Magazine editors, newspapers, publicity people, advertisers who want stills for any purpose whatever, get their wares through Ruth Imlay, and the long association with photographs on every production since back in 1915 has enabled her to know more about what was in any picture than anyone else in the company. Her orders for stills used by the foreign, exploitation, publicity and advertising departments run into thousands of dollars a year.



Ballance, Weeks or Akers?

Sing a song o' PARAMOUNT, pocket full o' Pep,
The boys went after contracts,

Did you see 'em step?

The three Division Managers call one another fakirs,

But who is going to win the prize?

Ballance, Weeks or Akers?!

"A Good Provider"—It's A Knockout

The Line of Least Resistance

Practical Selling Argument Given to Bear Out the Strength of Productions That Many of Our Salesmen Are Inclined to Term as Inferior

By G. E. Akers

There has been some general complaint from the field on the quality of the last forty-two Group Four productions. I personally feel that this complaint is not only unjustified but is positively unfair to these particular pictures.

While we may grant that the quality of some of them is not up to the Paramount standard, we must take into consideration the fact that the quality of these particular pictures is not only equal to but superior to ninety per cent of the productions being distributed by other companies and the fact that they are not looked upon as favorably as they should be by members of our organization is caused solely by our comparing them to other pictures we have released. In other words, for instance, comparing these productions to cigars. If the Roi Tan or any other good ten cent cigar was being distributed by the same company that distributed Partagas or Corona cigars, from a comparative standpoint the Roi Tan would perhaps be classed with some of our last forty two Group Four productions. But turn the Roi Tan over to the distributor handling Cinco or Owl Cigars and they would be classed as knockouts.

Therefore I want to ask each man in the field to bear in mind the fact that the last forty-two Group Four productions are not ready for the scrap heap as some of them seem to feel, but are pictures of merit with box office value that will hold their own with productions from any other distributor and they are pictures that any exhibitor can run without embarrassment.

Please think this over and do not follow the line of least resistance in the sale of our Group Four product.

G. E. A.

Pittsburgh Hears Zukor

Listened Over Radio to Adolph Zukor's Speech on March 31st

Members of our Pittsburgh Exchange gathered in the large auditorium of the Kaufman and Baer store in Pittsburgh and listened to Adolph Zukor's speech from Newark, New Jersey, and also the Reisenfeld musical programme.

They had the largest radio phone set in the city and in spite of the fact that it rained heavily with an occasional thunder and lightning spurt, they heard every word of Mr. Zukor's speech and the musical programme.

After the radio programme was over, the exchange employees and their guests including some city officials, greatly enjoyed the screening of "Beauty's Worth."

Our Cleveland Manager



P. A. Bloch

This is the latest photo of P. A. Bloch, Branch Manager at Cleveland.

P. A. is well known thruout our big family and is a tremendous booster for the ideals of the corporation.

Have One and Get the Other



PARAMOUNT PEP

"BUT ABOVE ALL THINGS,
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees
of the
FAMOUS PLAYERS-LASKY CORPORATION
Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 6 APRIL 10, 1922 No. 40

The Other Half

The necessity of selling in our business is applied to two items.

The one half is known as the PICTURE SALES and the other as the ACCESSORIES SALES.

We have dwelled on the subject of PICTURE SALES for which this book is primarily intended BUT the other half, Accessories Sales, is an item of grave importance that is looked upon more or less lightly by many of us for what reason we are at a loss to state.

Some have termed it as a necessary evil—others as "just another department."

The Accessories Sales Department is a sales department and deserves the selling power of every sales representative that operates under the Paramount Banner.

The calibre of Paramount Productions calls for their proper presentation to the public before showing—they call for their share in telling the public that they are PARAMOUNT Productions and the only way that this can be done to any degree of satisfaction from the house-to-public standpoint is with high-grade, dignified and attractive accessories.

You as a salesman for Famous Players should impress the exhibitor, large or small, with the importance of proper billing for our productions indoors and out.

S. R. Kent looks upon the accessories department with a keen and observing eye with that same thought in mind—are accessories sales running a fair proportionate amount with the film rentals?

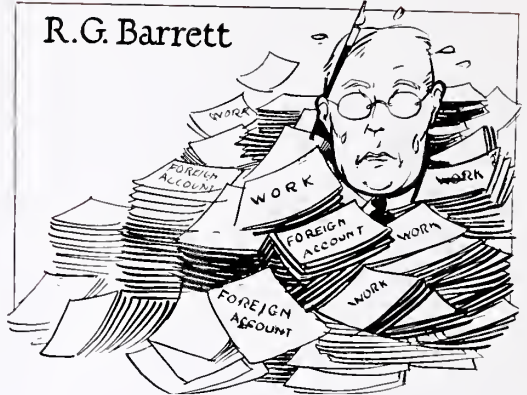
PEP'S ACCESSORIES BIN is now a new section of PEP authorized by Mr. Kent, who will scan it for activities as presented by the various exchanges.

Every man connected with any form of sales in our organization must get behind our accessories men and represent that department in the field just as they do their own for Our Productions and Accessories must go hand in hand for the one big common cause—SALES RESULTS.

Your willingness to assist Accessories Managers will always meet with a great reception from them and any suggestions, criticisms or

Our Old Friend R. G.

R.G. Barrett



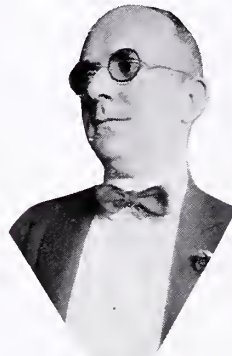
This distinguished individual hails from our Foreign Department under the direction of E. E. Shauer. His name is R. G. Barrett and he goes by the middle name of Work.

About the only man who enters this office that does not see R. G. busy at his desk is the night watchman.

Possessed of an ideal personality, Mr. Barrett has been with this organization about as long as anyone, having been connected with the old 14th Street penny museum of which Adolph Zukor was at the head.



Who's Who in Pittsburgh



T. P. McLaughlin

Our characteristic friend at the left is none other than our crack salesman, T. P. McLaughlin, at the Pittsburgh Exchange.

Mac is perhaps one of the best known salesmen in that territory, having been there for many years under the Paramount banner.

Mac is also possessed of a keen sense of humor and hands the exhibitors many a laugh at the proper time.

new ideas will be part of your duty in seeing that our productions have the proper amount of billing before presentation.

Go in the Accessories Department now, have a talk with the Accessories Manager—you are in the field, he is not, which stands to reason that you can give him many helpful hints that will boost the sales of the finest line of accessories carried by any motion picture concern in the business.

Mr. Salesman—Mr. Accessories Manager—go hand in hand for the common cause.

Every Other Word of Your Vocabulary-Paramount

Club Ball One Hundred Per Cent Successful

Success Due Only to Huge Efforts of Committee Involved

The rain coming down in torrents and a chill wind blowing, had no effect on the 2,200 enthusiastic participants of the Home Office Paramount Club's first annual ball at the Hotel Commodore, Friday evening, March 31st.

Success was evident as far as the ball was concerned, several weeks before it took place, but never did those in charge for a minute realize that it would attain the high peak of success in the face of such inclement weather.

It went over and went over big.

The great testimony to this fact is that the entire throng remained until 4 A. M., when they called it "quits."

Celebrities?—they were there by the score and this affair—in honor of Mr. Adolph Zukor on the Tenth Anniversary of the feature motion picture, harbored the greatest collection of talent that has ever been heard of in the big city for one evening.

E. A. Brown, Chairman of the Entertainment Committee, deserves a world of credit for his persistent effort in putting over this splendid function and also for his unique selection in surrounding himself with real helpers and doers.

H. C. Wylie in charge of selecting talent for the affair's entertainment, did nobly in that one hundred and two acts were willing to perform for that evening, but we could only use seventeen.

Nils T. Granland was a welcome assistant that night for he carried on with the entertainment, which was received with 100 per cent. enthusiasm by everyone present.

G. B. J. Frawley handled the tickets most capably; George Spidell on the programme and purchasing; Walter Lindlar on the advertising; A. M. Botsford on the programme make-up, with the assistance of Vincent Trotta each did their big share in making it a success.

Messrs. Norrington and Klatté of the reception committee, saw that everyone was made comfortable.

As stated in a previous issue of PEP, due to the good efforts of Charles E. McCarthy, Manager of our Publicity Department and Mr. Short of the Accounting Department, the radio programme prior to the opening of the ball was a huge success.

In fact the committee did wonders and everyone in the home office loaned their efforts to assist the committee in making the ball the success that it was, and if anyone has been omitted from mention believe us it is unintentional.

Among the celebrities present were Governor and Mrs. Edwards of New Jersey, who were guests of Mr. W. E. Smith, our District Manager from Philadelphia; Mr. and Mrs. Adolph Zukor, Mr. and Mrs. E. J. Ludvigh, Mr. and Mrs. Eugene Zukor, Mr. and Mrs. Arthur Loew, Rita Weiman, Norma and Constance Talmadge, Joseph M. Schenk, Louis J. Selznick, Anna Q. Nilsson, Bert Lytell, Ed Wynn, Mary Hay, Robert Cain, Lew Cody, Ann Forrest, Nora Bayes, Mae Murray, Robert Z. Leonard, Fay Bainter, Constance Binney, Charles Murray, Taylor Holmes, Evan Burrows Fontaine, Sophie Tucker, William Kent, Walter Catlett, Belle Baker.

(Continued on Page 11, 2d Col.)



A-Mike Vogel now holds claim to the Brown Derby.

Mrs. Harry Royster-to-be was visitor at G. H. Q.

Hilda Roth, who writes every line that goes in The Exploiteer, has been flu-bound these several weeks.

The three exploiteers who function at the Home Office have birthdays in April. Send cards only.

Walter Lindlar celebrated his April 1.

No sarcasm in this. It's fact.

Nothing But the Truth



Some people may be fortunate enough to start at the top and through some streak of luck maintain their position for a while, but the man who succeeds in his position instead of just holding it, is he who passes through phases of his business from the very beginning.

PEP'S ACCESSORIES BIN



(Send in the best accessories slogan for this space, and win ten dollars)

THE STORY OF THE EXTRA DOLLAR

Accessories Quantity Price Schedule, Effective May 1st

It's here! The sliding scale on accessories prices!

Every ADDITIONAL DOLLAR Mr. Exhibitor invests in accessories has GREATER PURCHASING POWER. The more he buys the less it costs him.

The new Quantity Price Schedule and letter of instructions have gone to Exchanges from Mel. Shauer. Mr. Shauer has tested this thing out and the results made him open his eyes.

It is the quantity price that catches the buyer's eye. How many times have you bought two tubes of shaving cream instead of one at the "Penny Sale" at the corner drug store—or two packs of Fatimas for 45c. instead of one pack at 23c.?

If you get behind this schedule it means larger quantities of accessories SOLD and DISPLAYED. The exhibitor advertises more, makes more money. We get our share of the **satisfied** box-office.

This is a wholesale merchandising proposition, pure and simple. It's the biggest thing ever launched in the drive for proper accessories representation.

Here's a test of your salesmen. If you let Mr. Exhibitor hang you high and dry with his conservative arguments, you are lost.

But if you preach to him about WHAT THAT EXTRA DOLLAR WILL BUY you lay your own sidewalk. Put yourself in his place if you want to sell yourself the idea right off the bat.

Accessories men, bring this quantity price schedule up at your very next sales meeting. You need the help of your salesmen to put it over. Get after them now.

Spread the news to your exhibitors.

THEN SHOOT FOR THE BIGGEST ACCESSORIES CIRCULATION YOU EVER HAD.

PEP'S ACCESSORIES BIN

CONTINUED

Some of the Things We Hope to Do

We will discuss here the accessories problems that confront us. The Bin will answer questions. We are now anxiously awaiting comments on and results of the new accessories Quantity Price Schedule.

Pep's "Slide" will soon carry photos of the Accessories Manager's and Department personnel at Exchanges. Get your cameras busy.

We will run suggestions and facts designed to help everybody, and we want to reach EVERYBODY—salesmen, bookers, exploiters, department heads—EVERYBODY! We want stuff which every week will tell somebody something worth while.

Don't let the Bin be a has-been.

PEP *Mag.*

The Bin's Future

Boys, Pep's Accessories Bin is in its infancy. It has a thousand things in store for you. You started with two pages, but Mr. Pep and the printer have plenty of paper and ink.

The Bin's limit is your limit. Make it your clearing house for the real dope that you have to get over to the other fellow. In the columns of The Bin we can all get acquainted and the fellow who earns it gets the most space.

AS 7 10

Accessories Items

We quote from Mr. A-Mike Vogel, Exploiteer at St. Louis, who is doing all sorts of things to help along the sale of accessories.

"Exhibitor in Jacksonville never used heralds. I succeeded in tying up with a local department store by giving them half the white space on each herald to advertise some specialty, in exchange for which they were to wrap one herald in each package going out. This gives them both a good break and enables us to sell heralds in this town where up to now we have been unsuccessful."

This is an excellent suggestion. You see for yourself it has already worked.

Talk with your Exploiteer now and see whether you can't do likewise in some similar instance.

The new Accessories Manager for the Denver Exchange is Mr. F. R. Vanatter.

Mr. Vanatter has been connected with the Denver office and his appointment to Accessories Managership is a promotion in recognition of his past good services.

Welcome, Mr. Vanatter. We know that you will soon learn the ropes and do more than your share to fill PEP'S Accessories Bin each week.

St. Louis Bins



The accompanying illustration shows a portion of the Accessories Department in the new St. Louis Exchange.

The bins are of steel construction, standard sized layout, and have the additional faculty of being made in unit sections so that they can be taken down, changed around, and rebuilt without any loss of material, should such rebuilding be necessary.

Mr. R. A. Schuler, Home Office Representative for the Advertising Accessories Department, devised the very neat method shown above for marking the bins.

These markers are made of tin, 6x10, with one end bent at a right angle. The bent end is fitted underneath two bolt heads on top of the rack. Markers are painted dull black and then labelled with white enamel.

The St. Louis quarters are new and all the St. Louisans say a new broom gathers no moss.

Sales I Have Made

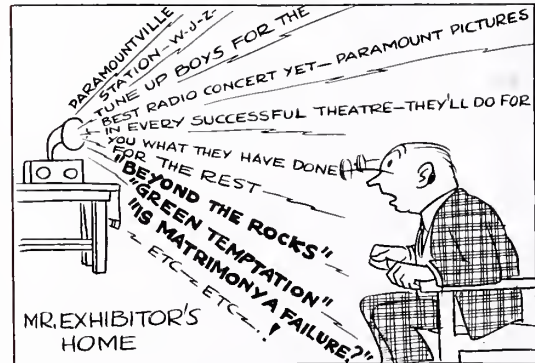
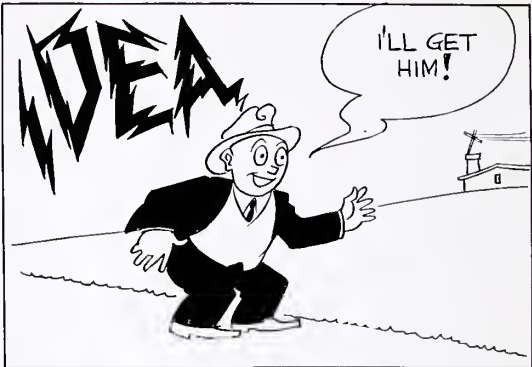
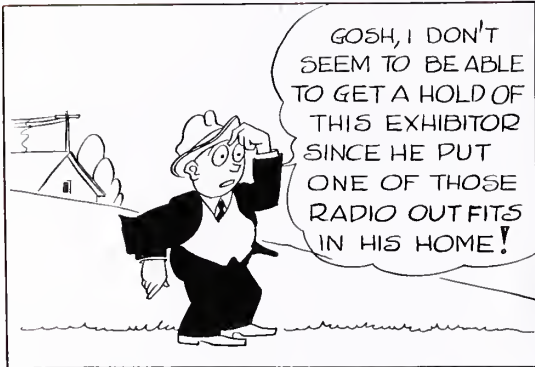
For week ending April first, net accessories sales at Omaha were \$1,328.72—and this was no April fool joke either! They sold 1,698 one sheets, 148 24-sheets, 25,000 heralds, 1,300 window cards and lots of other things.

Mr. Rehfeld, the Sales I Have Made Column invites you to tell us this kind of news—you've made a new high-water mark for Omaha. Congratulations.

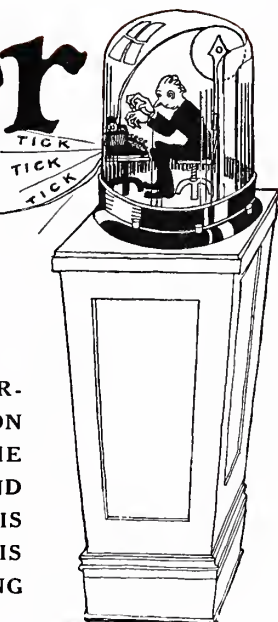
Congrats—Rehfeld, for breaking into the Sales-I-Have-Made Column.

WHO'LL BE THE NEXT?

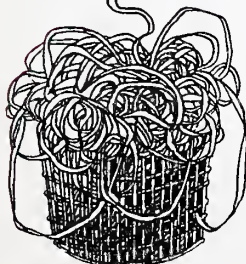
Luke is Right Up To The Minute



Pep's Ticker



GEORGE WEEKS WAS OUT ON HIS TERRITORY ALL LAST WEEK . . . DIVISION TWO HOLDING THEIR SLOGAN AS THE FIGHTING DIVISION . . . WE EXTEND SYMPATHY TO H. G. BALLANCE FOR HIS RECENT BEREAVEMENT IN LOSING HIS FATHER . . . TED YOUNG OUT LOOKING OVER SITES FOR NEW EXCHANGES . . . O . . . O . . . O . . . LACEY JOHNSON OF REAL ESTATE DEPARTMENT, WAS IN WASHINGTON LAST WEEK . . . SCREEN "A GOOD PROVIDER" AS SOON AS YOU GET IT—IT'S A KNOCK-OUT . . . LYTELL SIGNED UP TO PLAY WITH COMPSON . . . SEE STORY . . . ARE YOU FOLLOWING PEP'S ACCESSORIES BIN? . . . S. R. KENT VISITED BOSTON LAST WEEK . . . C. C. WALLACE TAKES OVER REINS AT OMAHA—WATCH HIM GO . . . MIKE HUGHES ALL SET IN PITTSBURGH . . . F. V. CHAMBERLIN TURNS TO FISHING . . . JERRY BEATTY NOW AT WEST COAST GOING STRONG . . . McMANNUS HAS THE RIGHT IDEA FOR SLOGAN AT BOTTOM OF ALL HIS LETTERS . . . ACCESSORIES MANAGERS IN GREAT DRIVE TO BOOST SALES . . . GIVE THEM A HAND . . . WATCH FOR STORY IN NEXT WEEK'S PEP ON BOSTON'S BIG DRIVE . . . H . . . 2 . . . O . . . "IS MATRIMONY A FAILURE" GOING OVER BIG AT WEST COAST . . . PROMINENT EXHIBITORS SAY IT'S GREATEST COMEDY THEY EVER SAW . . . ONE EXTENDS HIS BOOKINGS FROM FOUR DAYS TO A WEEK . . . NEWSPAPERS UNANIMOUS IN THEIR PRAISE . . . JERRY BEATTY WIRES KENT THAT "WOMAN WHO WALKED ALONE" WILL BE A MONEY GETTER FOR THE EXHIBITOR . . . PLENTY OF NEWS NEXT WEEK.



Have Your Reports Exacting For Your Exchange Manager—

A Story of A Paramount Girl

Miss Matilda Kass, of Our Home Office Foreign Department, Receives Wonderful Token of Esteem from Adolph Zukor in Honor of Her Long and Faithful Service With Our Organization

Without a doubt the most touching event of the evening at the big Paramount Club Ball on March 31st, was the wonderful token of esteem paid Miss Matilda Kass by Adolph Zukor, our president.

With an ovation lasting about twenty minutes, Adolph Zukor finally was able to make his much-called-for speech to those present.

To say that Mr. Zukor was a very proud and happy man only half expresses it. The ovation alone told this as it came from those who knew him as a friend and leader and were glad of the opportunity to demonstrate their appreciation of his interest in their welfare.

The surprise came, however, near the conclusion of his speech when he called for Miss Matilda Kass to come forward. Word had been passed around that someone was going to be honored and eyes were turned to many executives and officers or perhaps stars, but none of them—he chose Matilda Kass, who has been in our employ, or we should say Mr. Zukor's employ, for the last ten years, having started with Mr. Zukor alone in an office a decade ago.

Mr. Zukor presented Miss Kass with a most beautiful diamond and platinum wrist watch for her faithful service to our organization and he called her his mascot.

Words cannot describe the sentiment of her acceptance of the gift. It all came as such a surprise that she could scarcely thank Mr. Zukor; however, he solved her problem by kissing her, and this touch of sentiment with the surrounding 2,000 people literally brought down the house.

Now Miss Kass is proudly wearing this beautiful token and is more than proud that she is the only one outside of Frank Meyer who can claim herself as being one of the real starters of this marvellous industry with Mr. Zukor.

We congratulate you, Miss Kass, and hope that at the end of another ten years you will still be one of the big family.



Matilda Kass

Pittsburgh Paragraphs

By Bill Robson

Our new manager, Mr. Maxwell C. Hughes, known herabouts as "Mike," as he was formerly manager of another exchange here, is on the job and thoroughly acclimated by now. His old friends are all glad to see him back in the territory and he is making many new ones. Mr. Hughes came here from Cincinnati where he made an enviable record.

Mr. Ben Wachnancy, formerly booker at the New York Exchange, is now Chief Accountant at Pittsburgh and is very busy putting his house in order.

Miss Ella Kaiser, our Cashier, notes with interest an item in PEP to the effect that a MRS. Ella Kaiser has joined the force in the New York Exchange.

Mr. A. R. T. Young, Travelling Auditor, entertained the Current Topics class of the American Institute of Banking, the other evening, in our projection room. He gave an address about movies and then showed them "The Green Temptation." Several prominent bankers wrote in letters of appreciation.

Hails from Detroit



T. M. Harper

T. M. Harper is one of our salesmen at the Detroit Exchange covering zone 8.

He, like the rest of his colleagues, emphatically states that Detroit is bound to win on the drive.

T. M. links two famous words together and keeps them there—they are contracts and play-dates.

PEP'S LIMERICKS—Nº 1



**THERE IS A YOUNG FELLOW NAMED JOE ~
A PARAMOUNT SALESMAN WE KNOW ~
WITH A WONDERFUL "REP"
[CAUSE HE'S CHUCK FULL OF 'PEP']
AND HIS MOTTO IS ALWAYS "LET'S GO!"**

So He Can Make Proper Reports To Home Office

A Challenge! ! ! !

The Editor of PEP has deprived me of my scepter and awarded it to one A-Mike Vogel, a wandering exploiteer last heard of in Southern Missouri, and previous to that in some small western village.

I demand a return match under the Marquis of Laffsbury rules, no tickling in the clinches and "Joe Millers" barred. The loser to pay for one elaborate cut of said scepter to be placed beside all correspondence of the winner appearing in PEP.

My choice for judges is Messrs. Claud Saunders, Walter Lindlar and Max Rosenfield, Jr.

Address all communications to

Al Boasberg, Manager
Battling Bozo,
Albany Exchange

From Albany



Al Marchetti

The best way to tell you of Al Marchetti, Booking Manager at the Albany Exchange, is to quote John D. Howard's little poem about him. Here it is:

You have heard of Al Marchetti,
Who is always on the go,
He will grab the prize at booking
With his pal the blond Kehoe.

IT IS not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly, who errs and comes short again and again, because there is not effort without error and shortcoming; but who does actually strive to do the deeds; who knows the great enthusiasm, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails at least fails while daring greatly; so that his place shall never be with those bold and timid souls who know neither victory nor defeat.

THEODORE ROOSEVELT.

Try It Yourself

R. J. McMannus, Manager of our St. Louis Exchange, is running a line in red ink at the bottom of all his letters, which reads:

"BUSINESS WILL NOT COME BACK—YOU HAVE TO GO AFTER IT."

A Young Salesman



Leonard Wm. Tobias

Folks we want you to meet one of our coming go-getters.

His name is Leonard William Tobias, the two year old son of Lester Tobias, salesman at the New Haven Exchange.

He believes in the motto "The Voice With the Smile Wins" as you can see by the photo.

About Mistakes

A. R. T. Young, Traveling Auditor, now in Pittsburgh, certainly has the right idea about mistakes. He says:

"Mistakes are better never made—but the next best thing when an error does creep in is a prompt report and a frank acknowledgment by the one who makes it.

"That shows the mistake was of the hand and not of the heart.

"It costs less and is better for all concerned to have an error adjusted on the spot rather than later on—and is much more satisfactory to have a mistake reported by an employee than by a customer of the house."

Club Ball 100%

(Continued from Page 5)

Among the acts that were so kind to favor the club with their attractive entertainment were: Phelps and Tanning, Alexander Carr, Eddie Cox, Brock Sisters, Frisco, Johnny Hines, Bernard Granville, Harry Rose, Fay Marbe, George Martin, Sissle and Blake, Frankie Farnum, Jim Barton, Baby Dorothy Olive, Miriam Battista and Aleta Dore.

J. Cox and his twenty-four pieces of real music were exceedingly generous with the latest in music and Victor Herbert, who was a guest, said, "that is one of the best dance orchestras I have ever heard."

Now plans are being made for next year because, folks, it is no secret to tell you that financially it went about 200 per cent. beyond our expectations and that money goes into the club treasury to be utilized for the benefit of each member in the coming year.

Many thanks again to the downright hard plugging of everyone that had anything to do with the ball and its success.

Philadelphia Quakes

By Eli Orowitz

The old ship, Philadelphia Exchange, tossed pilotless for one full week because the skipper, Johnny Clark was home sick. While in Scranton, Pa., signing up a big contract accompanied by Mike Landow, he caught a terrific cold but wouldn't quit 'till he sold 'em and then was laid up for seven days. When he came back everybody was glad and you can bet he was, too.

Hal Hodes, the guy that put the Cosmo in Cosmopolitan spent a couple of days with us, individually and collectively.

One day last week it was warm so Clara Kraftsow began dreaming about the shore and the mountains. An exhibitor actually waited three seconds for her to wake up. As a rule Miss Kraftsow, who is our cashier, anticipates the arrival of checks and can count them before she sees them.

And it not only affected our cashier, but our office manager, A. C. Benson. He was on the verge of licking a traffic cop in order to get the opportunity of riding his horse for an hour or so. He didn't do it, though, because he is too busy.

When you get the right number from your 'phone operator, *every* time, and if the service improves so much that it is unbelievable, its an even bet she's engaged, and Miss Marie Dee our switchboard expert is no exception to the rule.

Jewel Barry, our petite Erin damsel couldn't see why "The Green Temptation" wasn't released on St. Patrick's Day. We had to explain a lot but she understood us.

A couple of ex-theatre managers seem to misconstrue a guy's name frequently. Just because Mike Landow's initials are M. L., they think it signifies that he is a money lender. Mike is a good guy and if he's got a dime in his pocket all you have to do is try and get it. And they do too.

Minneapolis News

By Max Doolittle

A. B. Leak, a former salesman, has been called in from the road to handle the position of Booking Manager. Woe be it unto the "exhib" that tries to take out a picture and set it back for a later date. He sure has put new life into the department and is getting bookings.

C. H. McMillan, late of the state right-end of the business, and Jos. Schnieder, of the little ol' town, have been added to the sales force. Both have reported with a couple of new suits of clothes and full of "PEP." They are already in the field and doing good work.

Cleveland "PEP" Notes

Miss R. Labowitch—Correspondent

We can tell that Spring is coming. Ruth Yoelson, stenographer in the Booking Department, came down last Saturday all decked out in her new tan tweed suit and the rest of her costume matched perfectly with it. We hardly think Ruth will wear her new outfit this week as a blizzard hit our town yesterday and it looks very much like Winter is with us for a long time. However, Ruth believes in preparedness.

Hy Fink, salesman in Zone Five, blossomed out in a new tweed suit of very light mixture. It's good looking, the suit we mean.

We are all glad that Mr. Harry W. Dodge's son is on the road to recovery. We were all very much concerned about his illness and were greatly relieved when the child passed the crisis. We hope he will soon be himself again.

Mr. Bates, salesman in Zone Three, is back on the job again. Mr. Bates was ill for over two weeks and we are glad he is himself again.

We of the East and West Sides of the city want to thank Mr. Hohage and Mr. Morris for taking us home from the party in their autos. It is mighty nice of you both and we appreciate your kindness.

The Way of a Paramounteer





"To Have and To Hold" For Fitzmaurice

Bert Lytell Engaged to Play Leading Rôle With Betty Compson in New Fitzmaurice Special, "To Have and to Hold"—Kosloff and Roberts Also in Cast

(Special to PEP)

Bert Lytell, for the past several years star in Metro pictures and one of the most popular figures on the screen, has been engaged to play the leading male rôle in George Fitzmaurice's new production for us, "To Have and to Hold," adapted by Ouida Bergere from the celebrated American novel by Mary Johnston. Mr. Lytell will leave shortly for Hollywood where Mr. Fitzmaurice is completing his preparations for starting the production at the West Coast studio in two or three weeks.

The cast for "To Have and to Hold," as announced by Jesse L. Lasky, promises to be one of the most notable to be seen in a picture in some time. Betty Compson will play the romantic heroine and Theodore Kosloff and Theodore Roberts will be seen in important parts.

"I take considerable pride," said Mr. Lasky, "in announcing the selection of these players for this super-special production by Mr. Fitzmaurice and I feel confident that it will be one of the really big pictures of the year. 'To Have and to Hold,' as a novel, swept the country some years ago, bringing to the fore-front its author and awakening an interest in this type of fiction almost unequalled by any other novel of the century.

"As a motion picture it can well be imagined that its many thrilling situations, picturesque scenes and fascinating characters interpreted by such distinguished artists will stand out wonderfully against the background provided by the author."



A Present for You



Betty Compson

Betty Compson, our ever popular star, wants to know if you will have an Easter bunny or an Easter egg.

She says just take your pick, they are right here for you.

A Distinctive Group



This is really a distinctive group of celebrities at our west coast studio, snapped by Pep's cameraman while they were in conference with Mr. Lasky.

George Fitzmaurice, Thomas Geraghty and John S. Robertson recently returned from abroad where they were making pictures in Italy and Spain.

In the photo left to right they are: George Fitzmaurice, Jesse L. Lasky, Thomas Geraghty and John S. Robertson.

Renewing Acquaintances

With Betty Compson working under the direction of Philip Rosen in her new picture, "The Bonded Woman," an old professional association is renewed after several years.

Rosen worked with the late George Loan Tucker as a cameraman, being rated as one of the best in the profession. He it was who photographed "The Miracle Man," which brought Miss Compson from comparative obscurity to stardom overnight. The same might almost be said of Thomas Meighan, who played the leading male rôle although Mr. Meighan already had gained a considerable following among picture fans through his appearance as leading man for Mary Pickford, Elsie Ferguson, Marguerite Clark and others.

Rosen has made rapid strides since entering the directorial field, his most notable work lately being the production of two Wallace Reid pictures for us, "The World's Champion" and "Across the Continent."

He's Mine



"He's my director," says Dorothy Dalton, now starring in "The Crimson Challenge."

"He's my director," retorts Agnes Ayres, starring in "The Ordeal."

Even the dog "Pal" lays claim to Paul Powell, one of the directors at our west coast studio.

In the photo left to right they are: Dorothy Dalton, Paul Powell and Agnes Ayres.

Agnes Ayres Starts Next

Agnes Ayres has started work at our West Coast studio on her new picture by Beulah Marie Dix. "Borderland" is the title and Paul Powell is directing. The theme of the story is said to be prolific of much dramatic action and affords Miss Ayres one of the best parts she ever had.

Prominent Visitors



An ambassador is supposed to be familiar with the industries of the nation to which he is the accredited representative.

Sir Auckland Geddes, Great Britain's ambassadorial representative in the United States, should be familiar with the fifth largest industry with such excellent tutelage as Jesse L. Lasky, our vice-president, and Gloria Swanson, popular star, as his sources of information.

Lady Geddes, who accompanied her husband on his recent tour of the United States, likewise was an interested observer of motion picture production methods at the Lasky studio during the visit of the official British representative.

They are here shown giving one of our cameras the once-over. Left to right they are: Mr. Lasky, Sir Auckland Geddes, Gloria Swanson and Lady Geddes.

Know Her?



May McAvoy

Certainly you do. If you saw "Sentimental Tommy" and "Morals," you'll remember pretty May McAvoy who is here shown in a sweet little frock in one of her latest pictures from the west coast.

Leaks From Hollywood

By Shirk

Activity is great at the Lasky Studio these days—what with the following companies at work or shortly to get under way, all making Paramount Pictures:

"The Man Unconquerable," starring Jack Holt, Sylvia Breamer, leading woman, directed by Joseph Henabery and adapted by Julien Josephson from Hamilton Smith's story.

"The Bonded Woman," starring Betty Compson, directed by Philip E. Rosen; by Albert Shelby LeVino, based on story by John Fleming Wilson.

"The Gilded Cage," starring Gloria Swanson, a Sam Wood production, by Elmer Harris from play by Anna Nichols, adapted by Percy Heath.

"Between The Worlds," starring Agnes Ayres, directed by Paul Powell, adapted and written by Beulah Marie Dix.

"Blood And Sand," starring Rodolph Valentino, adapted by June Mathis from Ibanez's novel, a Fred Niblo production. Lila Lee, Nita Naldi and others of importance in big cast.

"Our Leading Citizen," starring Thomas Meighan, a story by George Ade, adapted by the author and Waldemar Young and directed by Alfred Green. Lois Wilson leading woman.

To start shortly:

"Pink Gods," a Penrhyn Stanlaws production, only member of cast so far is Anna Q. Nielson. From Cynthia Stockley's book with adaptation by Sonya Levien.

"To Have and To Hold," a George Fitzmaurice production in which will appear as featured player Betty Compson. From Mary Johnston's novel, adapted by Ouida Bergere.

Irving Willat's production of "The Siren Call," with Dorothy Dalton as leading player. By J. E. Nash, adapted by the author and Philip Hurn.

And more to come!

Charles Eyton, the genial general manager, has gone to China accompanied by Mrs. Eyton (Kathlyn Williams) for a vacation. Victor H. Clarke, who for several months has been at the west coast studio as special representative of the Production Department, is acting in Mr. Eyton's position during his absence.

Jerome Beatty embodies all the qualities of a rapid-fire cannon, an express train, a 100-horse-power motor engine and a volcano in full swing. He is the original human dynamo!

Out here at the Lasky studio getting advance material for the forthcoming Paramount Pictures, in co-operation with Adam Hull Shirk, west coast publicity director, Mr. Beatty is working almost literally night and day—and getting results. The entire publicity staff at the Lasky Studio is putting in its besticks to help him accomplish his mission in record time and as this is in addition to routine work, the publicity offices are a decidedly busy place just now. It is remindful of a newspaper plant when an extra is being planned.

**STUDIO FLASHES BELONGS
—TO YOU—**

**GET BUSY AND KEEP IT
ALIVE BY GIVING ITEMS TO
A. H. SHIRK**

—PEP.

A Mixture



Above is a photo taken recently at the west coast studio of a mixture of many characters taken from the productions that are in the making.

Pep's cameraman assembled these gentlemen around Jack Holt, star, and from left to right they are: Clarence Burton, George Kuwa, Jack Holt, Richard Pennell, Big Tree, V. Higgins.

Sylvia Breamer Returns

"The Man Unconquerable," Jack Holt's new picture just started at the Lasky studio under direction of Joseph Henabery, brings back to the Paramount ranks after many years absence Sylvia Breamer in the leading feminine rôle. Miss Breamer, who has since been appearing in numerous important rôles for other companies, will long be remembered for her characterization of Zada L'Etoile in Cecil B. DeMille's "We Can't Have Everything," and later played the feminine lead in J. Stuart Blackton's "Missing," both Paramount pictures.

Beside the star and Miss Breamer, the cast includes Edwin Stevens, Clarence Burton, Ann Schaeffer, who recently completed a character rôle in "The Ordeal," starring Agnes Ayres; Jean de Briac, who will be seen in "Over The Border," featuring Betty Compson and Tom Moore, and Willard Louis.

Courtesy Lightens Your Load For Future Business



The Pepville Gazette



Vol. 6, No. 40

MONDAY, APRIL 10, 1922

Price: You Tell 'Em.

THE PEPVILLE GAZETTE

PUBLISHED WEEKLY

Entered at the Postoffice through the Mail Slot

Editor's Office:

Open for Business.

WEATHER

Now I'll Tell One

A Bit Particular

Eugene Zukor was having lunch in an uptown restaurant recently when the waiter brought him his order.

"What is this leathery stuff?" inquired Mr. Zukor.

"Filet of Sole," replied the waiter.

To which Mr. Zukor replied, "Take it away waiter and see if you can get me a nice tender piece of the upper part of the boot with the buttons removed."

Too Familiar

One fine day recently Mrs. Akers was driving her husband's car and was suddenly overtaken by a traffic cop.

"Say, you. Didn't you see me wave at you?" said the cop.

"Yes, your fresh thing," retorted Mrs. Akers, "and if Jerry was here he'd paste you one for it."

Good Morning—

A yard of silk, a yard of lace;
A wisp of tulle to give it grace;
A flower placed where flowers go;
The skirt knee-high, the back waist low;

One shoulder strap, no sign of sleeve,
If she should cough, Good Morning, Eve.

—Stolen.

Dull Times

Two actors met on 48th Street and Seventh Avenue.

Said the first actor, "How's things?"

Replied the second actor, "Tough, booked six benefits, got bad reports on two of them and the other four were cancelled."

Stands to Reason

Johnny: "Mother, do I have to wash my face?"

Mother: "Certainly, dear."

Johnny: "Aw, why can't I just powder it like you do yours?"

The Truth

Said F. V. C. to S. R. K.: "When is a joke not a joke?"

Said S. R. K. to F. V. C.: "Usually."

Last Minute News

JESSE L. LASKY RETURNS EAST.

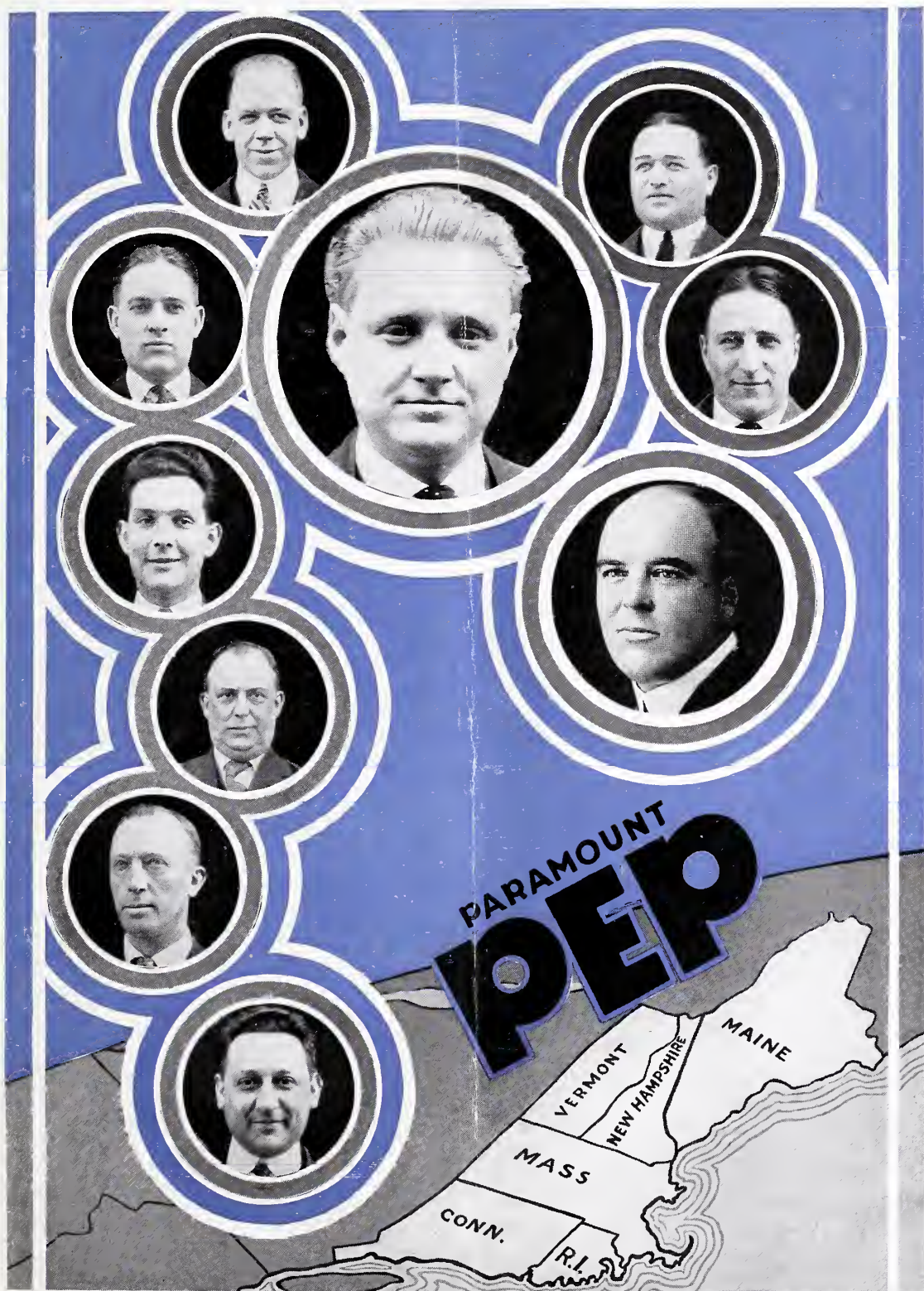
NEW PROGRAM IS NOW MADE UP.

DALTON RETURNS TO WEST COAST.

BERT LYTELL AND ANNA Q. NILLSON GO TO WEST COAST TO START PRODUCTION WORK.

A CONVINCING BLACK-BOARD PROBLEM BY PEP





THE BOSTON "GO-GETTERS"

Left Side, Top to Bottom: Alfred Bevan, Kenneth G. Robinson, Herbert McIntyre, Charles Mekleburg, John P. McConville, J. A. Davis. Right Side, Top to Bottom: Edward Ruff, Gus Schaeffer, Walter Seates. Center, in Large Circle: George J. Schaeffer, N. E. Dist. Mgr. (See Story Page 5.)

The Zoning System

This System Must be Carried Out in Order to Get It's Intended Results

By G. E. Akers—Divisional Sales Mgr.

We have just received a report from a salesman, reading as follows:

"Called on Mr. _____ of _____ but could do nothing as he is only open one night a week. No one has called on this account for Paramount for nine months. I feel sure will be able to get him to open up at least one more day and use Paramount.

Mr. _____ has been feeling very bitter towards Famous Players owing to the salesmen for other companies spreading propaganda against us. Believe this was due to the fact that no representative ever called here to try to offset same."

A situation such as reported here is serious and I wonder how many more towns throughout the United States are in the same position.

The zoning system was adopted in order to allow each salesman to centralize his efforts on a given territory, thus assuring the company that each town in the United States would be covered periodically. With the zoning system functioning properly there is absolutely no excuse for the Home Office ever receiving a report of this kind. A report of this kind can mean only two things. Either careless and improper supervision on the part of the Exchange Manager or deliberate side-stepping of a town by a salesman.

Even with the Manager overlooking a town, which could not happen with the zoning system in proper working order, the salesman in a zone who has the proper interest in his work and the welfare of the organization foremost in his mind, would not allow a condition of this kind to exist. If he was awake and making the proper effort to place his product, thereby improving his value to the company, he would know every town in his zone that had a picture show and would make it his business to call on this town regularly and see that Paramount Pictures were properly placed before the exhibitor. Instead of allowing a period of nine months to go by without calling on a town he would continue going into this town until it was sold. He would absolutely take no excuses for the non-showing of Paramount Pictures in the town.

Wake up, boys! Check your zone—find out how many towns have theatres and what they are. Find out the conditions in each town that isn't showing Paramount Pictures—analyze the situation and work out a plan that will give you the business. Every town with a theatre is a prospect for Paramount Pictures and should be using Paramount Pictures. Your failure to place Paramount in the majority of the possibilities in your zone denotes a weakness in your selling and interferes materially with your progress in this organization.

G. E. A.

MR. PEP SAYS:

Unless you really want to accomplish a thing do not begin it, but if you begin it, fight it through to the finish.

TELEGRAM!

S. R. KENT:

"THE WOMAN WHO WALKED ALONE" DIRECTED BY GEORGE MELFORD STARRING DOROTHY DALTON IS AS GOOD AS "BEHOLD MY WIFE."

JESSE L. LASKY.

Whose Pet Alibi is This?

We are again giving another reason taken from the salesman's daily report. The report is as follows:

"THE EXHIBITOR IS ABOUT TO CLOSE DEAL FOR SALE OF HIS HOUSE AND WILL DO NOTHING AT THIS TIME. HE IS VERY FRIENDLY AND IF THE SALE IS MADE WILL RECOMMEND PARAMOUNT TO THE NEW OWNER, WHO IS INEXPERIENCED."

To begin with, this very question was ideally answered by Mr. R. J. McMannus, Manager of the St. Louis Exchange, in his story in a recent issue of PEP.

However, commenting on this report, G. E. Akers says: "the exhibitor of today is doing one of two things, either his business is off or his business is good and in answer to the above report I would say that if the exhibitor is closing his theatre it is evident that he is not doing business, and if he is not doing any business, naturally he is not giving his public the right kind of pictures."

"The very fact," continued Mr. Akers, "that he is extremely friendly with PARAMOUNT and that he will recommend us to the new owner, has every evidence that this man has not had the proper sales arguments put up to him regarding the showing of Paramount Pictures to his public.

Everyone connected with the sales end of the Famous Players-Lasky Corporation should remember that line of Charles Frohman's, "There are no bad towns—only bad plays!" Every town will show its good side to good salesmen, good products and good service.

A Real Man Never Quits Trying

Buffalo Sales Drive On

Buxbaum Holds Spirited Sales Meeting and Buffalo Says "Try and Beat Us"

By F. R. Powers

Mr. Buxbaum arrived bright and early Tuesday morning of last week for the first sales conference at the Buffalo Branch since the March Drive.

We regret that we could not tune in the radio phone broadcasting station so as to enable the Home Office and other branches to receive the wireless waves of one of the most spirited sales meetings that was ever held in Buffalo. The boys were all keyed up to concert pitch and listened very attentively to Mr. Buxbaum as he discussed the various phases of our problems this season suggesting ways and means to overcome the various difficulties and keen competition. He was occasionally interrupted by constructive criticism on all sides and Mr. Moritz was ever present with the PEP INJECTOR.

The salesmen's compensation plan was discussed at great length and the boys are all imbued with the spirit of champion "go-getters." They have their backs against the wall and are determined to make Paramount everything that the name signifies in their respective zones. The only competition which they recognize is that of the other branches in Division 1 and right now they would like to go on record as giving fair warning to these offices. "Watch April, May, June and July."

There is a reason.

The cat is out of the bag! Buffalo has inaugurated a contest which promises to roll up the greatest amount of revenue ever turned over for these months. Two teams have been selected with three men on each side—McCarthy, Fater and Wolfe, against Kempner, Myerson and Rose. The names MAKOMBE'S and MALKALLA'S have been selected from the "RACE FOR LIFE," the second chapter of the "Mistress of the World" and are characteristic of the fighting spirit of both actions. The battle is on in the Buffalo territory. Let's hear from some of the other branches.

From Detroit



Mr. Goode-mute

This is our good friend, Mr. Goode-mute, the office manager of the Detroit Exchange.

He is a believer in the "voice with a smile wins," as well as promptness and efficiency.

Arrives for Conference



Mr. Ingvald C. Oes, Manager of our Scandinavian offices at Copenhagen, Denmark, arrived in the big city last Tuesday on the Homeric, for the purpose of going into conference at the Home Office with E. E. Shauer, Director of our Foreign Department.

Mr. Shauer discussed widely with Mr. Oes arrangements for increasing distribution of our product in the Scandinavian territory.

"Bux" Has a New Slogan

H. H. Buxbaum, District Manager at New York, has a new slogan and F. V. Chamberlin says that this slogan is rather timely.

It seems that "Bux" has been using the careful eye on the salesmen's expenses in an effort to eliminate all excesses.

At the close of one of his drives he inaugurated this slogan:

Watch your

T's
axes
elephones
elegraphs

Expense

This is a good little slogan to paste in the top of your derby, straw hat or "soft."

Day Returns

John L. Day, our South American representative, has returned from an extended business trip to Mexico City, where arrangements were completed for increased distribution of our product during the coming year.

PARAMOUNT PEP

"BUT ABOVE ALL THINGS,
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees
of the
FAMOUS PLAYERS-LASKY CORPORATION
Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 6 APRIL 17, 1922 No. 41

Cashing in on Brains

Never before in the history of PEP have we been able to give you in the field the calibre of sales stories that we are now running and will continue to run in the coming issues.

The sales executives of our corporation have realized what it means to get the "meat" of sales talks into the brains of our representatives.

Situated as they are, these men are in a position to analyze almost to perfection, sales problems from the entire department of distribution.

In turn, we are giving this analyzation in the form of sales stories to you, not as a matter of mere pastime reading, but to enhance your sales vocabulary.

There is another big angle on which you should cash in, and that is the submissions of many strong sales talks from our various Branch and District Managers in the field and also many salesmen.

Their problems, while answered individually at the time thru letter, are as a rule handed to the office of PEP so that they may be written to take in the entire sales force who may study this individual problem and be ready if it ever confronts them.

If you are not reading and utilizing these sales stories which are written entirely for you, you are literally passing up something that you should possess.

You are a writer for this magazine as well as anyone and don't forget that in order to cash in on five hundred sets of brains, you should also be a reader.

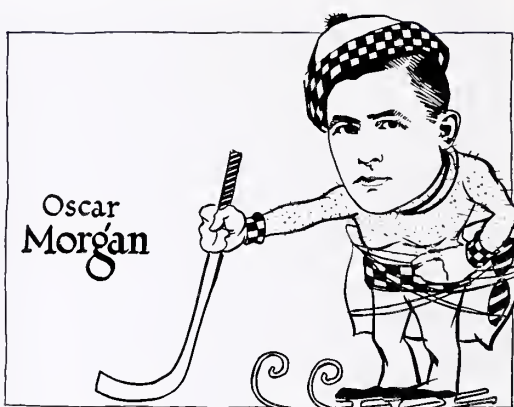
We are not starting on a PEP subscription drive—only endeavoring to tell you for what PEP was originally intended—your house organ, both for getting out of and putting into what you think will be a benefit to the organization itself.

Don't keep your sales problems a secret, they will always help the other fellow and his in turn will no doubt help you.

MR. PEP SAYS:

The Skids are seldom greased with elbow grease.

If Winter Comes



Can Spring be far behind? Asks Oscar Morgan of our Foreign Department.

Until the golf bug bred, Oscar was a devoted enthusiast of the ice, but has now turned from "scooting the puck" to "mashin' the mashy" and they tell us that he rolls up a great score on the links.

This Tells the Story

The greatest compliment that can be paid Famous Players is one that speaks one hundred per cent. for its service and coming direct from those who use our product.

The fact that we are giving this service and following it thru with our productions after the contract is signed, for the benefit of the exhibitor, is evidenced by a letter received by Mr. Claud Saunders, Director of our Exploitation Department, from Howard Herrick, a representative of D. W. Griffith, who has lately been in every large city in the country with big productions for Mr. Griffith.

An excerpt from a paragraph of Mr. Herrick's letter reads:

"Last Fall, a good part of the Winter and many weeks this Spring, I had occasion to tour the country with some big pictures as you know, and talked with probably one hundred exhibitors in Ohio, Pennsylvania, New York and New Jersey and found them exceptionally strong for Famous Players. Naturally I sounded them out to find the reason. The answer of all was the same—'All that other distributors think of is selling us at the highest price possible, then we are left to shift for ourselves. Famous Players gets a big price but thy give us SERVICE, helping us to sell the pictures to the public and we make money,' and believe me, Mr. Saunders, they appreciate it."

This excerpt from Mr. Herrick's letter is indeed a compliment to the Famous Players, Exploitation Department, and everybody, in fact, who are trying to show the true meaning of the word Service to our exhibitors.

DON'T STOP AFTER THE CONTRACT IS SIGNED; GIVE THEM SERVICE.

Is It the Town or You That's Wrong?

BANG! The New England Drive Is On

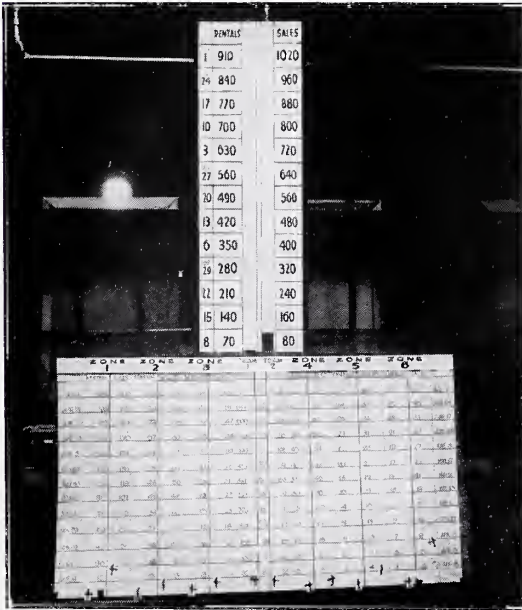
Boston, New Haven and Maine Exchanges in Hot Race for Thirteen Weeks Drive. Prizes Up

By John P. McConville

District Manager George J. Schaefer has the New England territory all lined up for the great thirteen weeks drive of April, May and June, and the boys of the Boston, New Haven and Portland exchanges have been sent off to a flying start in the most grueling grind for contracts, gain and glory, in which they have ever competed.

As if to impress everybody with the PARAMOUNT importance of the big news of the drive, Mr. Schaefer issued an emergency summons and marshalled his forces in extraordinary midnight session. If the boys wondered what it was all about they knew before the big meeting adjourned and they went out all pepped up with Paramount enthusiasm of the G. J. S. variety.

It's going to be a hot race and the well-known Schaefer thermometer reproduced herewith which did service for Paramount Week last Fall until the boys busted the bulb, was re-



paired and revised to measure the heat of the battle so that everybody will know where he stands from week to week.

The New England territory has been divided for the purposes of the drive into four sections, two in Boston, one in Portland and one in New Haven. The first section of Boston territory comprises Zones 1, 2 and 3, in charge of Mr. Walter R. Scates, Branch Manager; and the second section comprises Zones 4, 5 and 6, in charge of Mr. J. A. Davis, Sales Manager. The New Haven territory will be in charge of Mr. John Powers, Branch Manager; and the Portland territory in charge of Mr. L. F. Britton, Branch Manager. And it's going to be some fight.

(Continued on Page 11, 2d Col.)

St. Johns Wins

Manager G. A. Margetts Romps Away With March Drive Prize

With six Canadian exchanges competing for the honors in the recent March Drive, the St. Johns office breasted the tape ahead of the rest.

W. A. Bach, General Manager of our Canadian offices at Toronto, personally donated a prize for the winning office with the result that the Manager of the St. Johns office is now sporting a desk thermos set complete, and every salesman and booker have brand new fountain pens clipped to their pockets.

The decision for the winning office was based on the percentage of increases on the average from September 1st to March 1st and average during March.

As a result the rate of percentage was as follows:

St. Johns, 65%; Vancouver, 41%; Calgary, 23%; Winnipeg, 19%; Montreal, 18%; Toronto, 14%.

Mr. Margetts, Manager of the St. Johns office, also had previously issued a challenge to all other Canadian offices with the result that each office contributed \$50.00 for the winner to take all.

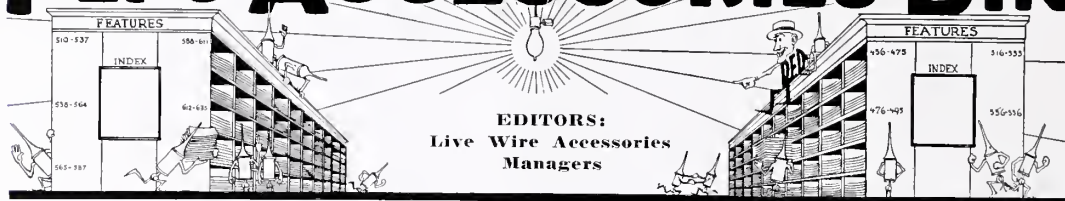
This latter contest was based in the greatest increase in March over the month of January and was won by the Vancouver exchange, managed by Wm. Hancher.

All in all it was a lively contest for the Canadian exchanges and everyone there deserved congratulations for the huge efforts displayed.

MR. PEP SAYS:

The only difference between a groove and a grave is the depth. Let's get busy.

PEP'S ACCESSORIES BIN



(Send in the best accessories slogan for this space, and win ten dollars)

A Summary

A summary of the weapons now in the hands of accessories men proves them to be greater in number and in power than ever before.

First and foremost, we have a line-up of Paramount pictures and accessories which we can truthfully say are the greatest ever known to the industry.

Next, we have the Quantity Price Schedule for the sale of accessories on a sliding scale basis.

Exhibitors all over the country have cried for it. They realize what golden opportunities are afforded them by this scheme. If you will analyze the complaints in the past, you will find that they were most bitter of all about our prices, especially when they wanted to use larger quantities.

It should be no trick to sell them amounts of accessories which they have never before used. In most cases you will only have to tell them about the new prices.

And then, remember that the Accessories Department is still young in its possibilities. Our past experiences are just beginning to materialize. Everybody from within and without now realizes the importance and responsibility attached to the proper sale of accessories.

THE SALE OF ACCESSORIES COMES RIGHTLY WITHIN THE SCOPE OF EVERY-ONE WHO GETS IN CONTACT WITH THE EXHIBITOR. SALESMEN, BOOKERS, EXPLOITEERS, TAKE NOTICE.

THE PROPER CIRCULATION AND DISPLAY OF ADVERTISING WILL GET THE RIGHT ANSWER AT THE BOX-OFFICE.

MEL A. SHAUER.

"A Real Movie Theatre"

J. J. Hess, Accessories Manager at Chicago, wants to make the Chicago projection room a real moving picture palace with a complete show. But Mr. Hess is mainly concerned with selling accessories.

So he combines his ambitions by using slides in the projection room when exhibitors are looking at pictures.

On these slides he reminds them snappily to pep up on the use of accessories.

Two examples follow:

JUST FIGURES

The Auditorium Theatre, Berwyn—Capacity 370—invested \$70.00 in accessories on "FOOL'S PARADISE"—Mr. Johnson broke his house record by \$170.00.

Why not you?

A second rate man will wear a second-hand suit—

Does your theatre wear second-hand posters?

These slides can be made very inexpensively, as follows:

Use the glass from a few of your old slides which you are not using. Make your own

fillers which can either be stenciled out of black paper, or written on a transparent glazed material which can be bought for a song from any local equipment dealer. Some adhesive or sticky tape finishes up the job and you are ready to give a real message to your exhibitors in your own theatre. Mr. Hess has the wording typewritten on gelatin and inserted in old slides at a cost of three cents. He also throws a spot light on a list of complete line of accessories which are near the screen—as the spot hits a certain item a slide is put on stating the price.

22 x 28 Star Photographs in Color

By placing orders you can obtain 22 x 28 star photographs in color on the following stars:

Reid, Hart, Swanson, MacLean, Meighan, Valentino, Holt, Ayres, Compson.

In many instances the sale of this star material has been neglected because all the folks in Exchanges did not know exactly what we had on hand.

Here's the starter. See how many lobbies you can decorate with photographs of Paramount stars? Kansas City has already circularized its territory and are selling 'em like hot cakes.

PEP'S ACCESSORIES BIN

CONTINUED

Sales I Have Made

For week ending April 1st, Indianapolis Accessories Department set \$1200 as its quota. Mr. Mueller writes us as follows:

"When we found the end of the week creeping up on us and saw that a little extra effort was needed to put it over the way we wanted to put it over, we got busy on the last day and sold 49 twenty-four sheets, 76 inserts and 24,000 heralds. With this amount on the books we reached our goal."

As a matter of fact, Indianapolis turned in \$1,210.80 net for the week.

What will you do, Mr. Mueller, when you use that "little extra effort" every day in the week?

Dear Mr. Shauer:

Rush Scollay Sq. Theatre, Boston, five hundred Insert Cards **WORLD'S CHAMPION**, also five hundred on **THE CRADLE** and ten thousand **Heralds** on the **WORLD'S CHAMPION**.

I solicit your aid in expediting the shipment of this material.

This theatre has never done very much outside advertising and I have shown him the idea of using five hundred of these cards on Paramount pictures.

He made the statement that if they get him anything he will use five hundred on every picture, and he is going to use a Paramount Picture every week.

Yours very truly,
RUSSELL P. COLLINS,
 Accessories Manager.

That's the spirit, Collins—think what this will mean to your sales as the results of your *extra* effort.

Dallas accessories sales averaged \$1,510.92 per week during the four weeks in March.

"Watch my smoke."

J. H. ELDER.

We like to see your accessories sales going up, Mr. Elder, but not going up in smoke.

Speaking of heralds on "IS MATRIMONY A FAILURE," Sam Cohen, Accessories Manager at Cincinnati, writes:

"We received 15,000 heralds on this subject on Friday afternoon about 2 o'clock. By 3 o'clock they had all been sold and Saturday morning we forwarded a requisition for 25,000 additional. Two of our first-run accounts who had this picture booked for an early play date called up Friday on some general business matters. I took the oppor-

(Continued in next Col.)

"The Only Theatre in the Town"

In issue of March 27th, Mr. Kent answered Mr. Boasberg's question regarding the one theatre, one town proposition. The self-same argument was put forth by this exhibitor against buying the proper amount of accessories.

"I have the only theatre in this town, why should I advertise?"

Mr. Kent's reply also answers the above question.

Naturally, any exhibitor who buys the cheapest service he can get because his theatre is the only one in the town will buy the cheapest advertising he can get on the pictures he plays, if he buys any at all.

Every paragraph written by Mr. Kent in his article answers the question from an accessories standpoint.

We quote from his last sentence: "In this business the public follows quality."

Now show us any live wire concern or any person who has something with real quality to offer to patrons who does not take the bull by the horns and tell 'em about it.

Further than this, the exhibitor who advertises is advertising his house equally as much as the picture he plays, and if advertising of this nature does not build up prestige, does not bring in proper returns, there is something the matter with the advertising, not the idea.

Advertising accessories are insurance and the man who has the monopoly in a town needs insurance just as much as the next fellow, for if the day comes when he meets competition, he has the hop on the other fellow every time. He has his good will already established, whereas the next fellow has to begin at the bottom of the ladder.

It isn't the business that he is doing now that counts. It is what he could do if he advertised properly.

And the salesman who succeeds in selling him Paramount Pictures and who does not sell him the proper advertising on these pictures is making the road harder for the next visit. In all probability this exhibitor objects to buying Paramount Pictures because he has never insured them properly with the proper amount of advertising.

Sales I Have Made

(Continued)

tunity to talk to both of them and told them about the heralds that had just come in, suggesting that they order them at once in view of their early play dates. They took my word for it that it was a peach of a herald. One of them took 10,000 and the other, 5,000.

"When I opened up last week's issue of PEP and took my first look at PEP's Accessories Bin, I felt like shouting hurrah! Just the thing we needed."

"The War on Play Dates"

Bulletin No. 1 from Buffalo Exchange

THE BATTLE IS ON! The Malkalla's—that notorious band of sorcerers and Doctors of Witchcraft, Fater, McCarthy and Wolfe, tempered by the hot tropical sun of many a drive, well armed with spears and poisoned arrows and The Makombe's—the famous head hunting tribe of cannibals Myerson, Kempner and Rose, with the tatoo marks of many victories, lending weight to their war clubs.

A black cloud of war darkened the horizon—and rose like a pillar sustaining the sky. Kapi Kent (Kapi in the language of the tribes means Secretary of War) passed the word on to Chief Moritz that the Gods were willing and both tribes should be prepared to make sacrifices. The Chief immediately called his torch bearers Powers and Brink, into conference and after the fiery eloquence of the High Priest Buxbaum ceased, he took his place on the throne. As the tom-toms burst into a rhythm of deep and maddening sound, one after another the famous warriors of each tribe sprang into the torch light, leaping and posturing in pantomime of battle—setting forth in resounding words their own feats of valor in the past, and the dreadful fate of their adversaries on the morrow. The Chief's great body was quivering—he had his own notion of humor. Bombo Brink (Bombo in the language of the tribes means Booking Manager) and Prophet Powers at intervals let their torches flicker as the forked lightning plays about the mountain top. The Chief interrupted exhorting the man with untiring ardor. He said in part: "Go out into the wilds of New York State, into every nook and corner where the unsuspecting exhibitors are hiding. Get them out of their caves and put Paramount Pictures on their screens, April, May, June and July. Book them solid and leave no stone unturned. Do not take 'No' for an answer. Remember the \$200.00 that is at stake!"

Turning to the Malkalla's he shouted: "Speed onward, resistless as a great sea bursting on a reef." Then addressing the Makombe's, he added: "Let the fury of your assault overwhelm them till their ranks stagger—till they fall back like receding tide."

I wonder who will win that \$200.00? The report of the first weeks activities will show which way the wind blows.

(Signed) PROPHET POWERS.

Handwritten signature: F. C. [unclear]

TELEGRAM!

To S. R. Kent:

HAVE PREVIEWED "IS MATRIMONY A FAILURE"—AM LAUGHING YET—IT'S A KNOCKOUT.

GEORGE E. CARPENTER
Salt Lake Exchange

"Call-to-Arms"

Answer to Our Commander-in-Chief!!

If for April and subsequent bookings, fight hard we must,

Our cause being just,

Our word to the "wise" so-called competitors is: "EXCUSE OUR DUST!"

With the superior quality of PARAMOUNT PICTURES as ammunition,

We require no **Cash Prizes** to further our ambition;

Our undaunted fighting spirit and Paramount Pep as the gun,

Will soon put our "would-be" competitors on a backward run.

After the dust of the battle has cleared away, Our competitors can look on in dismay and sadly say:

"It sure beats H—l the way

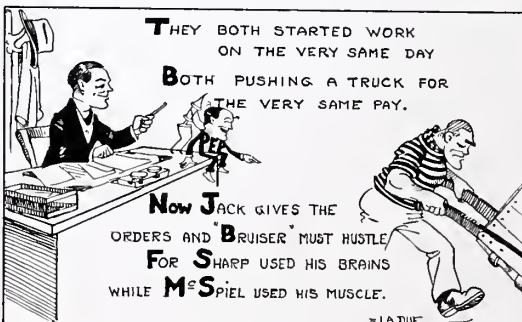
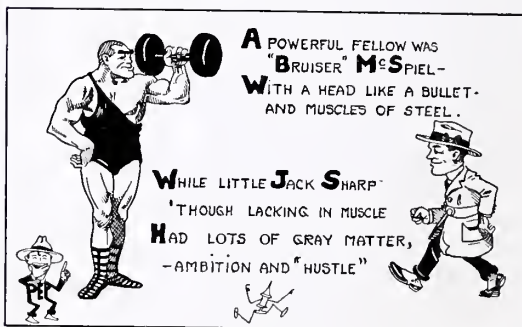
PARAMOUNT have the exhibitors' dates to play

PARAMOUNT PICTURES for April and ensuing month including May."

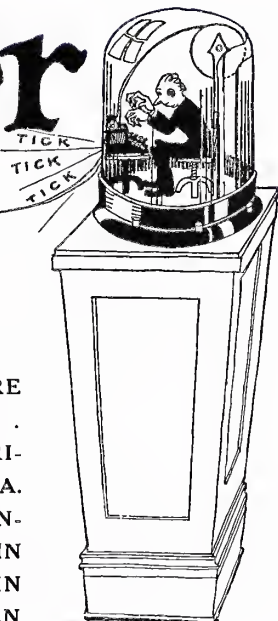
Pledged by the MILWAUKEE BRANCH "Go-Getters Gang" of GEORGE WEEKS "Fighting Division" No. 2 to S. R. Kent.

Al. E. Bernstein, Branch Manager, Milton M. Hirsch, Bert Reisman, H. L. Conway, Ben F. Durham, Louis M. Kane, Salesmen; Chas. D. Koehler, Booking Manager; M. B. Gore, Office Manager; H. A. Simons, Chief Accountant, H. N. Schultz, Accessories Manager, R. C. Gary, Exploiteer.

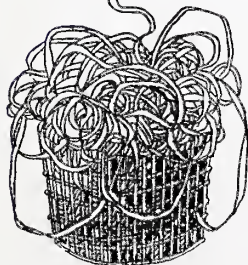
Brains and Muscle



Pep's Ticker



MR. AND MRS. EUGENE J. ZUKOR ARE THE PROUD PARENTS OF A BABY BOY . . . CONGRATULATIONS . . . BORN LAST FRIDAY AT ONE O'CLOCK P. M. . . . P. A. BLOCH, CLEVELAND BRANCH MANAGER, VISITS HOME OFFICE . . . JOHN DAY RETURNS FROM MEXICO . . . IN SPITE OF THE FACT THAT HE WAS TAKEN SICK HE MANAGED TO GET MORE BUSINESS THAN ON HIS PREVIOUS TRIP . . . M . . . 2 . . . O . . . ARE YOU KEEPING TOW WITH PEP'S ACCESSORIES BIN? . . . SALES STORIES POURING INTO PEP IN GREAT SHAPE—GET YOURS IN . . . WE JUST SAW TOMMY MEIGHAN'S LATEST "THE BACHELOR DADDY" . . . I TELL YOU NOW, BOYS, IT'S ONE OF THE BEST THINGS HE EVER DID—THE GREATEST QUINTETTE OF KIDS THAT YOU EVER SAW IN A PRODUCTION . . . IF IT IS NOT A B. O. ATTRACTION PEP SHOULD BE SPELLED "PIP" . . . AND SPEAKING OF PRODUCTIONS WITH A THRILL—WAIT 'TILL YOU SEE WALLY REID'S LATEST—"ACROSS THE CONTINENT"—SEE STORY NEXT WEEK—INGVALD OES, SCANDINAVIAN REPRESENTATIVE, ARRIVES . . . AKERS GOES TO KANSAS CITY . . . SALSURY BACK FROM TRIP IN WEST . . . GEO. WEEKS WAS SICK ONE DAY LAST WEEK—BUT HE CAME IN NEXT DAY—CAN'T KEEP A GOOD MAN DOWN.



We're Laughing Yet At—

A Six Striper



Charles L. Gartner

In introducing Charles L. Gartner, of our home office publicity staff, you are becoming acquainted with one who has served with this corporation for six years. His biography is as follows:

Entered employ of Paramount Pictures Corp., June 1, 1916, as page boy. Paramount

and Famous Players were two separate organizations at that time. After two months as messenger he was presented with nice, blue serge uniform, including military cap with PARAMOUNT written in gold braid across the front. Made many a nickel walking to places he was supposed to ride to. As a kid he was interested in the advertising and publicity game and used to study proofs of ads for the newspapers. Shamelessly criticized proof of ad that was supposed to go into the Morning "Telegraph." The boss changed his copy accordingly and, incidentally gave him a job as his assistant. Was helping write press-books at the time of the outbreak of war. Enlisted, and people in the office were so glad to see him go that they presented him with gold wrist watch. Served twenty months with the Twenty-seventh New York Division. Ten months overseas in France and Belgium. Wounded at Hindenburg Line and was sent to England. Came back with the Division and was given a job in the Publicity Department by John Flinn before he had a chance to buy civilian clothes. Been in same department ever since. Has helped to increase the circulation of a number of national publications, his publicity stories having appeared in magazines including "Motor Life," "Canadian Home Journal," "Filmplay Journal," "Pantomime," "International Musician," "Boy's Magazine," "Picture Show" (Australian movie magazine), "National Police Journal" (no connection with the "Police Gazette") "Moving Picture Stories," etc. Twenty-three years old and a bachelor. Fighting weight 142. Hobbies: Paramount Pictures starring Gloria Swanson, football, baseball, warm weather and Hugh Wiley. "Higher" education, Columbia University.

Dallas Whims

By Myrtle Masonheimer

We miss the smiling face of Sambo Brunk, who left us last week, as he was transferred to Oklahoma City Exchange. Mr. Brunk, the entire force joins in wishing you success and happiness in your new home.

Indianapolis News

Oscar A. Kantner—Pep Correspondent
Mildred Latta—Asst. Pep Correspondent

We sure have been doing some tall moving since Mr. Haddow arrived. All of the furniture has been rearranged and departments changed. By the first of the week we will all be setting "pretty."

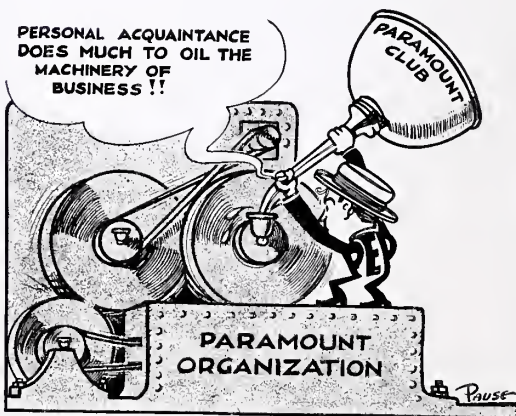
We want to welcome to our Accounting Department, Mr. Paar, who is taking over the responsibilities. Mrs. Thompson has deserted the Accounting Department to resume the chief head's responsibilities in the contracts.

I'll bet the Home Office made Cincinnati "peevd" when they sent us Mr. Reagen for our Branch Manager. We were sure sorry to see Mr. Dugger leave but we are sure glad to have some one who can fill the place.

We sure are glad to have Mr. Rodman back in the Booking Department. You know he has been acting as Special Representative in our Indiana Territory and he certainly deserves the title Mr. Dugger bestowed upon him, that of the "Gloom Buster."

PEP 

'Tis a Fact



That the Paramount Clubs in our organization have done a good deal to further good fellowship which brings about better working facilities in the office. Those exchanges that have not formed Paramount Clubs as yet, are missing something. Come on join in.

"Is Matrimony A Failure?"

Capital News

By "Les" Whelan

The first impression is generally the lasting one, and so we have all met our new Branch Manager, "Herb" Krause, who has come from Omaha, Neb., to succeed Mr. Wallace, who assumes control of the Chicago branch. We want Mr. Krause to know we will put forth our best, for we must do this to hold the fast pace set by Mr. Krause in Omaha.

Joe Rothman is the new sales manager in Washington, succeeding Clarence Eiseman. Mr. Eiseman is still with the organization but, at this writing, we have not been informed of his new capacity. Mr. Rothman formerly had charge of Zone No. 4, the largest in area in the Washington territory. If his work in that territory can be taken as a criterion "Joe" is sure to "kick up some dust" in his new position.

It is not going to be the fault of Louis Edelman, peppy head of accessories, if his department doesn't go "over the top" in sales. Edelman talks accessories as much as the public discusses radio telephone.

We are pleased to announce the addition of Mrs. Lucille Young and Miss Donner in the contract department. Both are efficient workers.

When we asked Miss Ruth Schwarz why she worked sixteen hours a day instead of eight she replied, "I'm a member of two Unions." Anyway, there isn't anyone around the Exchange who is more interested in the welfare of the Exchange than Miss Ruth.

The girls in the office crowded around Exploiteur "Les" Whelan last week. He was the recipient of a big doll, from the International Film Service, to be used in exploiting Marion Davies' latest Cosmopolitan picture, "Beauty's Worth." Inasmuch as the doll has blue eyes and blonde hair, Miss Marie Etheridge, of the Accessories Department, wants to keep the doll in her care. Yes, Marie has blue eyes, is a blonde and—

Speaking of Hand Ball—

When Frank Garbutt, of our West Coast Studio, came east, a hand ball match was arranged between he and H. H. Buxbaum, District Manager.

It was a lively match and the honors went easily to "Bux," he winning four out of five.

"Bux's" next match is with Ralph Kohn. Ralph is supposed to bat a mean ball so we're looking for a close game.

In a letter to PEP "Bux" says: "Due to the fact that I trimmed Frank Garbutt, I think that a return match should be arranged and the only logical arrangement that can be made is to hold our next convention at the West Coast to afford a good gallery of enthusiasts. John Clark agrees with me in this statement."

A Smile Winner



Herb Murray

In the event that prizes were offered for the best of smiles we are sure that Herb Murray, one of our star salesmen at the Pittsburgh Exchange would win the skid chained necktie.

Herb's a great boy and full of Pep all the time.

Flickers from Des Moines

Saying it with play dates!

Our Booking Department has set a new record. Booking 26 days of a 30 day month with Paramount Pictures.

Mr. Ted Mendenhall has secured a Paramount Week Booking.

Oh, we're there all right!

PEP

New England Drive

(Continued from Page 5)

Quotas of both contracts and rentals have been set for each division, each zone and each salesman, figured on an equitable percentage basis with relation to the business done during the prior three months. The Boston thermometer shows weekly quotas also to be arrived at for the thirteen weeks of the drive, and each salesman and division supervisor will know by a glance at the scale just where he stands at the end of each week.

Added incentives are offered in a series of prizes announced by Mr. Schaefer at the big meeting.

A handsome gold watch will be awarded to the salesman with the highest percentage of or above his quota at the close of the drive. There will also be prizes for the branch manager whose exchange shows the greatest results; and for the division supervisor whose division attains the highest percentage of or above the quota. Sales and rentals will both be factors considered in arriving at the prize awards. They're off on the first leg of the race, all stepping on it and with all cylinders firing.

We'll show you the thermometer when the boys get into the home stretch.

Salt Lake Cracks

M. C. Burles

We have working with us for the next couple of weeks, Mr. Robert Kreier, traveling auditor.

Mr. Rick Ricketson, our exploitation man, knows no bounds when it comes to obtaining certain ends. He recently put a writeup in the local paper during the playing of "Loves Boomerang" at the Paramount Empress Theatre, in which he called the elephant in the picture "Moran" and also gave the name of "Clarence Key," office manager, as the trainer of this ferocious but intelligent beast.

Through a series of pathetic entreaties we prevailed on Mr. Key, after he had read this article in the papers, not to inflict any punishment upon Mr. Ricketson as his endeavors are all very innocent despite appearances.

Milwaukee Hearsay

Rose F. Judell—Correspondent

Messrs. Al Bernstein, Milton Hirsch and Joseph Roderick attended the opening of Saxe's Orpheum Theatre, at Kenosha.

Milt Gore, Harry Simons, Norma Puhlman, Linda Wright, Ida Saybel and Rose Judell have been on the sick list here.

Messrs. Louis M. Kane and Ben F. Durham have just been added to our sales force, and already have gotten into the swing of it.

Nothing could better befit Ida Gross' shapely left hand than the beautiful diamond ring she now wears.

The line-up of zone assignments here is now as follows:

- Zone 1 Milton M. Hirsch
- Zone 2 Bert Reisman
- Zone 3 Horace L. Conway
- Zone 4 Ben F. Durham
- Zone 5 Louis M. Kane

Our Little Knicker Girl



Katherine Epstein

Folks, we want you to meet Miss Epstein, Secretary to Sara Lyons of our Exchange Service Department.

Miss Epstein is a member of the Paramount Club and believes in all the comforts of home while on her Sunday jaunts.

She is here shown in the latest style of the knicker suit.

The Other Side of Margetts



G. A. Margetts

We all know G. A. Margetts, Manager of our St. Johns, N. B. Office.

Aside from being a lively manager, Mr. Margetts leaves an enviable athletic record behind him, having entered athletics 22 years ago as a boy of 14.

Since then he has won many noteworthy events in sporting circles, having in 1912 won the all around athletic championship for the State of Michigan. In the same year he headed two different basket ball teams and won the championship in both classes.

Were we to go into detail regarding Mr. Margetts' career, it would take many pages, all of which goes to show that old man Margetts has a kick left in him yet.

Kansas City Tells Us—

By Billie Mistelle

Miss Edna Mitchell, Realart booker, has now been assigned to the Contract Department, and Mr. Karl G. Howe has been transferred to the Booking Department. They both like the change and everything's lovely.

Several of our salesmen, who have been somewhat "under the weather" lately are all out again hitting the ball, and now that the Democrats won our city election, they are all pepped up and going strong.

Miss Bess Williams, inspector, has been very happy of late but we'll say she can keep a secret. "April Fools Day," she very quietly slipped away early in the afternoon to the little church just around the corner and was married to Mr. Bob Miller. Now the question is who did she fool, Bob or Bess? We hope neither, and both Mr. and Mrs. Miller have our heartiest congratulations for a most happy wedded life.

MR. PEP SAYS:

Success is computed not by the number of times you fall down but by the number of times you get up.

Toronto Toots

By Bam

All the girls are obsessed with the bowling bug. They have formed a Paramount team and every noon they work up an appetite for lunch by practicing. And soon we will all have a chance to witness the results, for a match has been arranged between them and the Famous Players theatre organization team. It is said a special first-aid committee on hairpins, torn waists, etc., will be in attendance. The gallery of mere males will be large, for bowling is the daily recreation of most all the Toronto film boys.

Unfortunately we could not get Mr. Zukor's Tenth Anniversary address over the radio. The projection room held a packed house of disappointed folk. They thought the radio was apple sauce until it was arranged to use it on another evening, when excellent results were obtained by listening in on various concerts. Now the Paramount Progress Club is considering the purchase of a receiving outfit when the treasury can stand it, instead of using the money for a social affair and we hope that the Home Office Pep Club will install a broadcasting outfit so that we may have the latest Broadway gossip hot "off" the wire.

Bill Bach came back from a trip to Winnipeg and Calgary and said that the flu got him in Winnipeg but that he found Max Doolittle, the Exploiteer, to be a splendid nurse. Max runs up to Winnipeg from Minneapolis about every six weeks. He's working on Blue Ribbon Week now and this was his first meeting with the Canadian General Manager.

H. I. Long, St. Johns salesman, was a welcome visitor this week. He brought Jector right along with him. Sorry Long couldn't stay longer.

Several of the offices are racing neck and neck for the Blue Ribbon Week Cup. It's one of those exciting contests where you can't pick the winner until the wire is crossed.

Cleveland Notes

We listened in our radios last Thursday and caught this from Buffalo, "I Do."

A fitting phrase to exploit we dare say and it was fathomed without Wm. J. Burns in person for we readily recognized the mellow voice of our own.

Harry L. Royster, Exploitation Representative, answering the old, old quest "Do you take this . . ."

We all join in giving Harry credit for being a great judge of picking when he strolled through the Garden of Love and found "Ted."

Needless to say they were the cynosure around the office on their return Monday.

They were all smiles with the welcome extended.

We all join in wishing Mr. and Mrs. Royster many, many years of bliss.

"PARAMOUNT CLUB."

New Orleans Shippers



The above quartette are firm believers in the poster they are displaying. From the fact that their shipping is up to the mark shows that they are on the job.

In the photo left to right they are: A. C. Edwards, Hilrie Rabassa, H. J. Roberts and V. J. Houpy.



Seattle Exchange

Heard over the telephone recently:

"Is this you, Mike?"

"Yes, this is Mike."

"I was talking to you about a film."

"No, you weren't," says Mike.

Then it transpired that the party wanted Mike in the Shipping Room and not Mike Lewis, who is now paying us a visit.

The Seattle Exchange bid farewell to Mr. Robt. Kreier, Travelling Auditor, last Saturday, he having been here several weeks with his very charming wife.

Another visitor to our exchange was Mr. Fred Creswell, with his wonderful compensation plan.

Mr. Creswell is so full of interesting information and data that it is quite a treat to listen to him.



A Pair of Smiles

It is not difficult for these two Pittsburgh lassies to smile on a cold day on the roof of our Pittsburgh Exchange.

The young ladies are Misses Bertha Klein and Charlotte Goldman. Charlotte, by the way, has red hair.





Dorothy Dalton in New York



Dorothy Dalton

Dorothy Dalton recently returned to the west coast after a hasty shopping tour to the big city.

Miss Dalton is never too busy to pose for PEP and here is a reproduction of a photo especially posed on the roof of the Ritz-Carlton Hotel holding here favorite magazine.

Massive and Unique Settings for Gloria Swanson's Next, "Her Gilded Cage"

More than half of one of the large Lasky stages is taken up by the really massive setting representing an unusual banquet hall in "Her Gilded Cage," starring Gloria Swanson, a Sam Wood production. A veritable forest of evergreens forms the background for the unique woodland effect necessary to the theme of the story—a bird in a gilded cage, so to speak. Elmer Harris wrote the screen version from the Ann Nichols' play, which Percy Heath scenarized. David Powell is leading man, while Harrison Ford plays an important rôle, as does Anne Cornwall. Walter Hiers is a most effervescent press-agent impresario.

Thomas Meighan Shows National Officers of D. A. R. How Pictures Are Made

As a feature of their recent visit to the Pacific Coast, national officers of the Daughters of the American Revolution were escorted through the Lasky Studio, Hollywood.

Thomas Meighan acted as their guide. Mr. Meighan showed them the extensive shops, the massive sets, the thousands of gowns, in fact all the tremendous impedimenta required in making a modern motion picture. One of the most interesting features was his explanation of a "prop" kit, a box on rollers which carries much dramatic necessities as prop "blood," first aid materials, nails, matches, earth for making clothes muddy, pins, needles, thread, a bible, marriage licenses, death certificates and a hundred other articles needed for quick use on a set.

Cain for One Year

Robert Cain, prominent as a screen actor for many years, has signed a year's contract with us to play leading rôles in our productions.

Following a lengthy career on the stage, Mr. Cain joined Famous Players and has appeared in the productions of several companies. He appeared opposite Pauline Frederick in "Paid in Full" and had prominent rôles in Paramount's "Secret Service" and Cecil B. De Mille's production, "Male and Female."

Mr. Cain leaves this week for Hollywood where he will join our stock company at the Lasky Studio.

"The Siren Call" Starts

The work of filming the important scenes for the Irvin Willat production, "The Siren Call," the picture in which Dorothy Dalton will play the leading rôle, starts at the Lasky Studio today. In the meantime, some snow scenes have already been taken on location at Huntington Lake, Cal., which is virtually virgin soil for pictures.

Miss Dalton arrived at Hollywood after a shopping tour to New York.



Leaks from HOLLYWOOD

By Shirk

Jesse L. Lasky has returned to New York.

Jerome Beatty is still on the ground and hustling.

"The Gilded Cage" is now "Her Gilded Cage"—a Gloria Swanson picture—Sam Wood production.

Sylvia Breamer, who last played here in "Missing," a Blackton production for Paramount, is now doing the feminine lead for Jack Holt in "The Man Unconquerable," directed by Joseph Henabery.

Nita Naldi, one of the screen's most beautiful women, is now at work in the cast of Rodolph Valentino's "Blood and Sand," a Fred Niblo production.

Agnes Ayres has begun work on "Borderland," directed by Paul Powell—a new and original story by Beulah Marie Dix.

Cecil B. De Mille will begin soon with "Man-slaughter," in which Thomas Meighan, Leatrice Joy and others will appear. It will be a wonderful production with some elaborate scenes.

George Melford is getting ready for "Burning Sands," his newest production—which will be a picture even greater, it is believed, than "The Sheik."

Irvin Willat is to start his production, "The Siren Call," ere long, with Dorothy Dalton as the leading player.

George Fitzmaurice's big new production is to be "To Have and to Hold."

William de Mille is doing some wonderful Japanese tea garden scenes for "Nice People." Wallace Reid, Bebe Daniels, Julia Faye, Conrad Nagel and others, in the colossal cast.

Thomas Meighan will do "The Man Who Saw Tomorrow," before long. He has just completed George Ade's "Our Leading Citizen," with Alfred Green at the megaphone.

Philip E. Rosen is now making "The Bonded Woman," with Betty Compson as star and with John Bowers and Richard Dix in leading rôles. It's a regular sea story with a wreck and a desert island and everything. A. S. LeVino is the author of the screen play based on John Fleming Wilson's story.

Extras—Did You Say?

Whole California Town Turned Out as Extras
for Thomas Meighan's New Picture
"Our Leading Citizen"

How an entire town turned out to welcome and assist a motion picture producing unit was told by members of Thomas Meighan's company, engaged in the production of "Our Leading Citizen," upon their return to the Lasky Studio after spending some time in Modesto, Cal.

When George Ade wrote the original screen story of "Our Leading Citizen" for Mr. Meighan he chose the mythical town of "Wingfield" as the locale of the story. When it came to filming this portion of the story, the town of Modesto, Cal., was selected. The entire company travelled two hundred miles to the location, which is situated on one of California's most important rivers.

The arrival of the Meighan troupe had been announced several days in advance by the Modesto Chamber of Commerce. Consequently, when Director Alfred Green wished to stage a political parade everyone volunteered to assist. Two hundred automobiles were donated by the townspeople, bedecked with campaign banners and driven by the owners before the cameras.

Later during the company's stay, it was announced that the director wanted a mob scene staged in front of a local boarding house. This same mob subsequently was to be filmed by the river. Twelve hundred volunteers responded to the call. A free barbeque was staged by the company for the benefit of the workers and that number of persons were served.

Several days were devoted to the filming of scenes on the San Joaquin River where a special houseboat was constructed and a number of row boats and power craft were used.



Leaks from Hollywood

Beautiful Gloria Swanson. How often have we heard this—but if you thought her lovely before—wait till you see her in "Her Gilded Cage," where she wears innumerable lovely gowns and theatrical costumes as the French star, Fleur de Amour. Also there's a rattling good plot. Elmer Harris story from play by Anna Nichols, adapted by Percy Heath.

Harrison Ford comes back to the Paramount banner in "Her Gilded Cage," in one of the male leads. He's been away quite some time. David Powell is the leading man in the picture which is a Gloria Swanson stellar vehicle and a Sam Wood production.

"Pink Gods" is the remarkable title of the next Penrhyn Stanlaws production.

You Can Go As High As You Hope To—



The Pepville Gazette



Vol. 6. No. 41

MONDAY, APRIL 17, 1922

Price: Put and Take

THE PEPVILLE GAZETTE

PUBLISHED WEEKLY

Entered at the Postoffice through the Mail Slot

Editor's Office:

Beyond the Rocks

WEATHER

Baseb— All This Week

No Wonder

Johnny Hicks tells us that while he was penetrating into the wilds of Australia he came across wild women who had no tongues.

"Good gracious," asked the editor, "how could they talk?"
"They couldn't," replied John, "that's what made them wild."

Sticky Stuff

The Denver Exchange recently received the following letter in a film can from an exhibitor in Idaho Springs:

"I ain't stuck on a stack of stuff that comes unstuck. Get some sticky sticken stuff and stick those films so they will stay stuck."

Conscience Guides

A man whose purse was stolen in a crowd received this letter one day:

"Sir, I stoal youre munny. Remauss is noring me, so I send sum of it back to you. When it nors again I will send sum more."—Kansas City Exchange.

Bully Joke

City Lady: Why does that bull look at me like that?

Farmer Hill: I suppose it's your red hat.

City Lady: Really! I knew that it was out of style, but I never thought a bull would notice it.—Kansas City Exchange.

He Weakened

Wife (reading the newspaper): "I see here where a couple got married a few days ago after a courtship which lasted fifty years."

Hubby: "I suppose the poor old man was too feeble to hold out any longer."

Last Minute News

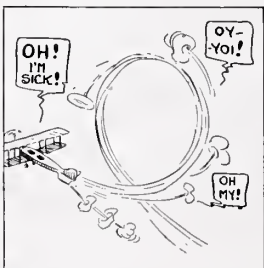
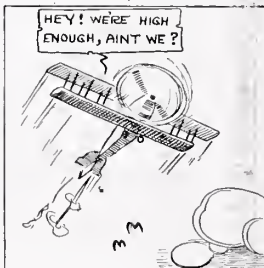
WIRE TO—

S. R. KENT

DALTON NEVER APPEARED MORE BEAUTIFUL THAN IN WOMAN WHO WALKED ALONE WHICH IS ONE OF MELFORDS GREATEST PICTURES — JUST THE TYPE OF STORY DALTON REQUIRES — BEAUTIFULLY GOWNED: IN GORGEOUS SETS FIRST THEN AS WILD WEST TYPE IN GREAT OUTDOOR SCENES — CAST INCLUDES MILTON SILLS WANDA HAWLEY LEFTY FLYNN ALL DO GOOD WORK — GREAT PICTURE BEAUTIFUL PHOTOGRAPHY EXTREMELY INTERESTING STORY — ENTITLED TO HIGHER CLASSIFICATION — WE HAVE HAD BIG CALL FOR SNOW PICTURES — STANLAWS OVER BORDER WITH COMPSON AND MOORE MEETS ALL REQUIREMENTS — GILBERT PARKER STORY NORTH WEST MOUNTED POLICE AND SMUGGLING WHISKEY OVER CANADIAN BORDER VERY INTERESTING — GREATEST SNOW BLIZZARD I HAVE EVER SEEN — OUR LEADING CITIZEN BY GEORGE ADE TYPICAL MEIGHAN PRODUCTION FILLED WITH DROLL HUMOR SIMILAR TO CONQUEST CANAAN BUT MUCH BETTER — THEODORE ROBERTS PLAYS IMPORTANT ROLE WITH USUAL EXCELLENCE LOIS WILSON NEVER APPEARED TO BETTER ADVANTAGE — BOTH PRODUCTIONS FULLY UP TO CLASS CLASSIFICATION VALUE

"MIKE" LEWIS

AMBROSE (The Boy Scenario Writer)....TOO MUCH ATMOSPHERE



WANTED



**EIGHT
BRANCH
MANAGERS**

PEP

S.R. Kew

ARE YOU GOING TO BE ONE OF THEM?

(See Story on Inside Page)

WANTED: Eight Branch Managers

Biggest Chance Yet for Salesmen to Demonstrate Their Ability for Promotion

By S. R. Kent

If you were a film sales representative and saw this "ad" run in any reliable newspaper and put in there by the leading organization of its kind in the business, you would without question use every effort at your command to qualify for one of the positions.

That is just what I want every sales representative of ours to feel when he reads this article. This Organization is opening up in the next sixty days exchanges at Sioux Falls, So. Dakota, Peoria, Ill., Columbus, Ohio, Wilkes Barre, Pa. We will open up four to six more within twelve months from date and six additional within the next eighteen months.

Each one of these Exchanges means a promotion from our ranks for some salesman, somewhere, who has demonstrated that he is entitled to recognition and advancement.

Opportunity might be right under your nose and yet you may not smell it; it may be standing along side of you and yet you may not see it.

Any salesman working for this organization who has been giving only a half hearted effort during the past six months has just been kidding himself out of a real and splendid opportunity. But, I want to see how many of these men can retrieve themselves in the next ninety days to come.

I am personally going to keep the closest analysis on the work of every sales representative for the next ninety days, and at the end of that time I am going to designate the honor men who have stood out above their brother representatives during this period, and from this number we will select those men who are to have the honor of being appointed Branch Managers of the eight new offices we are to open.

Never was there an institution in the history of the world's business which has provided more rapid employment, more wonderful opportunities for its men than Famous Players.

The call for better men has never been satisfied. We will have more good positions than we have men to fill them.

I want to see who the eight men are going to be who are willing to expend the perspiration, put forth the earnest, loyal, sustained effort, that will be necessary to land one of the branches for them.

Remember, a spurt is not enough. Each man's record must be backed up with solid, substantial results. His past record with this Organization must bear the closest scrutiny in every way, and the positions will go to those eight men who during the past trying six months or year, have tried to constructively build for themselves and the Organization, with no selfish motive in view.

The salesman who loafs today because there is no apparent promotion in sight is the fellow who is kidding himself because there may be waiting for him just around the corner a splendid opportunity that he knows nothing of.

To falter in this business is to lose out.

The contest for these positions is open to all of you, and here's a chance for every man who thinks he is entitled to promotion to demonstrate it. The man who has not ambition enough to try for one of these posts is the kind of man who has no place with this institution.

Yours very truly,

S. R. KENT,

Are You Repeating "The Sheik"?

The record that "The Sheik" has established throughout the country for exhibitors both large and small is amazing.

To attest this fact, Dan Roche, Chicago Exploiteer, says that in Evanston, one of Chicago's suburbs, of a population of 25,000, there are two theatres. Both these theatres repeat on a bigger house called The Howard, that lies on the dividing line between Chicago and Evanston. This big house is only a mile away and many Evanston people attend it because of its size and orchestra.

The Howard played "The Sheik" four days to big business; The Hoyburn, one of the two smaller houses showed it for two days, doing the biggest two-days' business since its opening five years ago. Then The Star, the other smaller house, played the picture, second run on The Hoyburn, for one day to a hold-out. He tried to hold it over but the print was booked.

When The Hoyburn saw The Star hold out, he hopped in and booked it again for a day and played to a hold-out.

Now The Hoyburn wants to buy it again and play it.

That makes "The Sheik's" fourth run in a town of 25,000 within four months time and third run in the same house during the same period.

Here's "The Sheik" record in the Loop in Chicago:

Roosevelt theatre, first run, two weeks; Orpheum, second run, one week; Rose, third run, one week; Bijou Dream, fourth run, one week.

Bear in mind that these were consecutive runs and now The Castle theatre comes along and puts it in for five days, fifth run, and at the present writing is cleaning up.

Commenting on this magnificent run of "The Sheik" Mr. Kent said:

"There is no reason in the world why this picture cannot be repeated a half dozen times in any good theatre. People are coming to see it two and three times, and there is no use kidding ourselves, because the exhibitors are cleaning up."

Make an extra spurt now and see how many extra dates you can get out of "The Sheik."

It Is Never Too Late to Mend

Did You Know—

The man who originated the saying: "I'll tell the world" must have been thinking of the Paramount Publicity Department.

Just take a look at the activity of the out-of-town newspaper division conducted by E. W. Wingart under the direction of Charles E. McCarthy, Publicity Manager, and you'll say so too.

Text matter on Paramount Pictures goes twice a week to 597 newspapers throughout the United States with a combined circulation of 18,316,285.

Photographs of Paramount stars, players, and scenes are mailed weekly to 360 newspapers with a total circulation of 13,780,354.

A weekly mat service goes to 600 newspapers having a circulation of 9,783,817.

Once a week fashion mats showing Paramount feminine stars are sent to 192 newspapers with 3,779,534 readers.

News of Paramount activities reaches 45,659,990 readers of daily newspapers. Every one of these persons is a potential box-office factor.

Exhibitors are getting the benefit of this work by the Publicity Department 365 days in the year. It is one of the assets of the man who shows Paramount pictures.

If it's Paramount publicity it's the best publicity in every town.

Some Sale

W. G. Roosevelt, salesman covering zone 13 out of the New York Exchange, recently sold a theatre sixty-nine pictures and on top of that at the same call secured forty-five successive play-dates.

That's the spirit, Roosevelt of the live Paramount salesman.

457 b

Tear Out This Page

**DICKENS SAYS
NO ONE IS USELESS
IN THE WORLD WHO
LIGHTENS THE BURDENS
OF IT FOR ANY ONE
ELSE!**

**I BET HE
KNEW PEP!**



Stick the above page from Dickens in your pocket, carry it with you and utilize it. You are bound to benefit by it.

There are so many things we can do to help the other fellow which will automatically reflect back on your own efforts.

The Smoky City Trio



The above three gentlemen qualify for the perforated blotter in keeping their collars clean in the smoky city of Pittsburgh.

All three are go-getters of our sales department.

From left to right they are: Robert E. Casket, Thomas Cooper and Herbert Murray.



Neill as Cincinnati Sales Manager

By Samuel Cohen, PEP'S Staff Correspondent

At a recent sales meeting, Herbert Elder, district manager, announced the appointment of Harry F. Neill as sales manager to succeed Charles Reagan, who was promoted to the branch manager-ship at Indianapolis.

And thereby hangs a tale. Neill is a comparative newcomer at Cincinnati. Five months ago he was transferred from the Boston Exchange to handle Zone 5 out of the Cincinnati office. Zone 5 is the heart of the West Virginia coal mining section. At the time Neill took over the zone, there was a coal strike going on. Between selling film and dodging bullets, he led a very active and strenuous life.

As a reward for his successful efforts in this territory, he was made city salesman to take care of Zone 1. His record in developing this zone was such that when the position of sales manager was made vacant, it was inevitable that he should be chosen to fill it. His rapid rise is all the more remarkable when it is generally known that prior to his joining the Boston office, he had no sales experience whatsoever. Fresh from the Third Salesmen's School with the slogan "Be Different" ringing in his ears, he entered into the fray of the 4th National Paramount Week and helped put Boston over the top.

In the natural course of events (natural—because sooner or later they all come here) he was transferred to the Cincinnati Exchange. Cincinnati is proud of the man and proud of his record!

MR. PEP SAYS:

Virtue is its own reward. All the heroes don't draw pensions.

PARAMOUNT PEP

"BUT ABOVE ALL THINGS,
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees
of the
FAMOUS PLAYERS-LASKY CORPORATION
Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 6 APRIL 24, 1922 No. 42

Your Answer

Mr. Kent has literally advertised in this issue of PEP for eight Branch Managers.

If you have read his story on page two, you will realize that he was never more serious in his life in his request for these men whom he desires from the ranks.

Repeatedly Mr. Kent has stated that he believes in selecting from the ranks for the higher positions and now he comes forth with a real request for eight Branch Managers to be selected from you boys in the field.

The adage that opportunity does not knock at a man's door, but that you have to go find it, is thrown to the winds in this particular instance and a golden opportunity is laid at the feet of every sales representative for Famous Players-Lasky Corporation.

Literally the "plugger" will be the one to be in the running and the occasional "spurter" will only be kidding himself if he should breast the tape in one event for it's the all-around athlete of film salesmen with the greatest number of points that will make away with the cup.

You now know that this is official and that the exchanges referred to in his article will be opened within the next eighteen months.

Will you be one of the eight salesmen to occupy the Branch Manager's chair in any of the eight exchanges?

Mr. Kent hit the nail on the head when he said that our organization provided more rapid employment and more wonderful opportunities than any other business of today.

Then right on the top of this he states we will have more good positions than we have men to fill them—can you imagine any better opportunity for the men of our organization to make something of themselves?

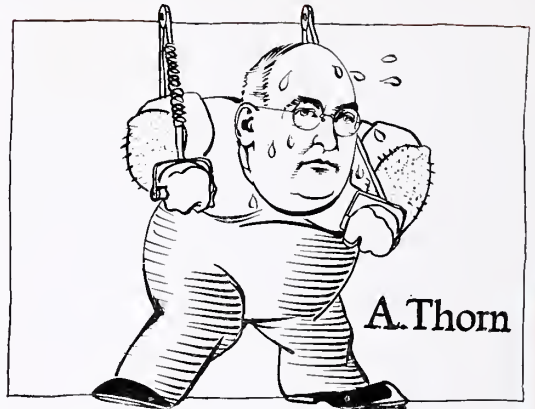
If you realize this and see the sincere element in Mr. Kent's request, you will plug as you never plugged before for an enviable sales record that will make you not salesman Jones, but Branch Manager Jones.

We take it for granted that with the calibre of salesmen we have in the field today there will be none who will be "licked" before they start.

Answer this ad.

The only real way to answer is by starting today and maintain a consistent selling record

Men We Know



If you haven't had the pleasure of meeting our friend, Al. Thorn, you have missed a congenial personality.

Al is the gentleman responsible for the art layout of our posters covering the world and preaching the doctrine of Paramount pictures.

He is here shown keeping in trim so that he may be able to tear up those posters that he calls N. G.

Paramount Round Table

Beginning last week the Detroit Exchange formed what is known as The Paramount Round Table.

This round table constitutes a sales meeting every two weeks which is attended by the Branch Manager, Exploiteer and all salesmen that happen to be in.

In order to keep these meetings full of pep, they are going to lunch together at a nearby hotel and discuss subjects of interest.

There is no doubt but what this plan will be conducive of good results.

McCarthy on Committee

Charles E. McCarthy, our Publicity Manager, is a member of the Executive Committee and the Personal Appearance Committee of the organization which, representing the motion picture industry, under the general direction of Will H. Hays, is putting over the campaign in New York City for the election of a king and queen of the movies.

Votes in the election cost ten cents each, and the proceeds are devoted to the Association for the Improvement of the Condition of the Poor, a well-known organization of leading New York citizens which conducts a big charity for the poor and sick of New York City.

of which you can well be proud and of which will make you a contender for a Branch Manager's chair.

We are watching you.

Everybody is watching you.

Now go to it.

Keep Moving If You Want to Keep Pace With the World

Swanson and Valentino Adorn New Glyn Book "Beyond the Rocks"

Coincident with the day and date showing of "Beyond the Rocks," on May 7 there will come from the presses of the Macauley Company a new illustrated edition of Elinor Glyn's book of that name.

A photograph of Gloria Swanson, done in three colors from a still from the picture directed by Sam Wood, adorns the cover of the book, which bears this imprint on the cover:

"Beyond the Rocks," by Elinor Glyn, who also supervised the Paramount picture starring Gloria Swanson with Rodolph Valentino in the leading rôle.

Miss Swanson's photograph, in a dramatic moment from the photoplay, forms the frontispiece of the book. In the body of the book is inserted a page illustration of Rodolph Valentino with a quotation from the Elinor Glyn text.

Mr. Furman of the Macauley Company, who arranged the new edition in cooperation with Glendon Allvine of our publicity department, is rushing the new edition through in less than two weeks so that the book will be ready for sale for the world premiere of the new picture. Publication was held up awaiting the arrival in New York of Elinor Glyn, who insisted upon supervising details of the books just as she so minutely developed her story in its filming at the Lasky studio.

Arrangements have been made by Charles E. McCarthy to have several hundred of these books turned over to the publicity department for distribution among the salesmen and other field men.

You men in contact with exhibitors may expect to receive these books as soon as they are off the press. In the exchanges remote from New York, where the books are being printed, the books may not arrive until after the first runs of the picture, but they should be received before the second runs.

Direct tie-up with the Paramount picture is made not only on the jacket of the book, but on the cloth cover and in the half-tone page illustrations. At Gimbels, Macy's and Stern Brothers in New York, window displays have been arranged, and their book departments will advertise the Elinor Glyn book during the showing at the Rivoli Theatre.

Book and department stores elsewhere should welcome the opportunity to display these books in connection with this picture with a thermal value exceeding any other due to the combination of Elinor Glyn, Gloria Swanson and Rodolph Valentino.

While local merchants are helping us sell Paramount pictures through their window displays and other tie-ups, exploitation men should not hesitate to help sell this Macauley book, since every book is an advertisement for Paramount pictures, and for two of our most popular stars. Gloria Swanson and Rodolph Valentino.

The Macauley Company will cooperate in furnishing promptly to local merchants this new illustrated edition which retails for seventy-five cents.

PEP *5/7/24*

An Old-Timer



Charles D. Koehler

Folks, this is Charles D. Koehler, Booking Manager at our Milwaukee Exchange.

Mr. Koehler has been in the picture business a little over ten years and has witnessed practically all of the big steps in the advances of the business.

Mr. Koehler is a great date-getter and follows up his bookings in great shape.



All Set

Just to prove that our boys are on the job, the following telegram was received from the Governor of Michigan by Claud Saunders. The telegram read:

Your Exploitation Representative, John D. Howard, from Detroit, called Today Regarding Paramount Week, September Third to Ninth, and I Have Advised Him That All Banks in State of Michigan Will Close Monday of That Week. Best Wishes and Good Luck.

GOVERNOR ALEX. J. GROESBECK.

We'll say that John D. started early in spreading the news on Paramount Week.

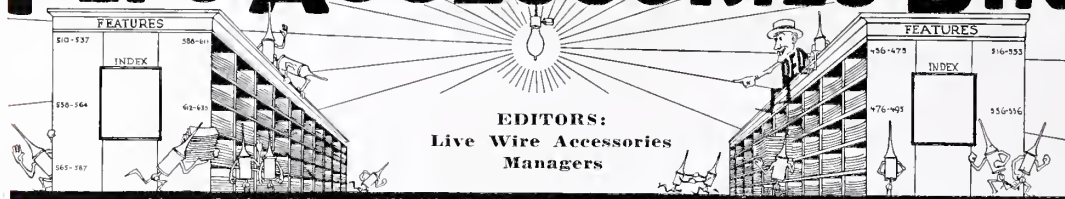


Danto Closed Another Good One

Harry Danto, Branch Manager at the New York Exchange, just a little more than toed the mark when he sold "The Good Provider" to the U. B. O. Circuit for the largest amount of money that was ever paid by this organization—and the greatest number of days—for any single picture.

But then, Harry Danto delights in doing this sort of thing, and seems to gather force as he goes along. What next?

PEP'S ACCESSORIES BIN



(Send in the best accessories slogan for this space, and win ten dollars)

ACCESSORIES ON PERCENTAGE ENGAGEMENTS

The first thing to remember when we book a percentage engagement is that we become exhibitors for the time being. We share and share alike with the owner of the theatre.

We are in the habit of encouraging exhibitors to advertise properly. On becoming exhibitors ourselves, certainly we wish to practise what we have preached.

When the arrangements of the percentage contract are being decided, we should absolutely push the matter of ACCESSORIES to the limit. Many a percentage contract looks good on the face of it, but in reality turns out to be weak because of an inadequate arrangement for advertising.

And boost OUR ACCESSORIES! The quantity price schedule lays the horn of plenty at the exhibitor's feet.

Be LIVE WIRE exhibitors and ADVERTISE PROPERLY after you've sold on percentage!

Here's What the Boys Say—

Quantity Price Schedule Going Over Big

Here is the way the boys are taking to the whole price schedule: "Sales meeting just finished. Every one of the men accepted the plan with great enthusiasm."

LOU F. EDELMAN,
Accessories Mgr., Washington

"Rely upon me personally, as well as the entire personnel of this exchange to get behind this plan at the very jump-off."

A. N. SCHMITZ,
Accessories Mgr., Milwaukee

"Will be a great boon for future accessories sales."

M. GLUCK,
Accessories Mgr., New York

"One of the biggest and most progressive things which has been brought about by your department."

H. I. KRAUSE,
Branch Mgr., Washington

"Splendid and should, without question, stimulate accessories sales. You may rest assured that the heartiest co-operation of the sales force will be shown in tying in with the salesmen at this branch."

A. E. BERNSTEIN,
Branch Mgr., Milwaukee

"Exhibitors have always felt that they should be given some inducement to order accessories

in quantity lots. New plan will be very effective. We shall get behind this proposition."

R. J. McMANUS,
Branch Mgr., St. Louis

"This has long been a necessity and will accomplish results that would not have been obtained by any other method. Our larger exhibitors are heartily in favor of it."

F. T. MATTIS,
Accessories Mgr., Detroit

"I believe that it is the biggest and best thing that could have happened. It certainly should appeal to the exhibitor. You can depend on me to put forth my best efforts."

R. DAVIS,
Accessories Mgr., Pittsburgh

"Absolutely agree regarding the outlook for greater distribution of accessories under the new price schedule. It is revolutionary in the motion picture business. I believe that exhibitors will take to it with open arms."

SAM COHEN,
Accessories Mgr., Cincinnati

"Have distributed the information in regard to quantity distribution to all of the salesmen and it should help materially in increasing accessories sales."

J. B. DUGGER,
Manager, Detroit

PEP'S ACCESSORIES BIN

CONTINUED

Sales I Have Made

"We have just sold to the Capitol Theatre, New Bedford, Mass., the following material on "Dr. Jekyll & Mr. Hyde:

200 One Sheets
4 Three Sheets
2 Six Sheets
5 24 Sheets
500 Window Cards
15,000 Heralds

R. P. COLLINS,
Accessories Mgr., Boston

This is getting behind the good ones, Collins, even if they are a year or so old.

"An exhibitor called yesterday. His usual order was 6 one sheets, 6 three sheets and a set of photos. I have tried many times to get him to buy more, but I could not convince him.

"Here is how I sold the Quantity Price Schedule: You pay 90 cents for 6 one sheets. Are four additional ones worth 25 cents? You pay \$1.35 for 3 three sheets. Are two additional threes worth 30 cents? Mr. Exhibitor answered 'I haven't the space to use more advertising.' I knew that he did have and showed him what he used on 'The Sheik.' I took out the order blank and change the 6 to 10 and the 3 to 5. He looked at me and said: 'I guess I'll have to find some additional advertising space around my town.' I said 'fine.' Then we shook hands and we both said, 'Success.'"

L. F. EDELMAN,
Accessories Mgr., Washington

"Success"—You said it!

"Memorial Hall, Gordonsville, Va., is using 'The Sheik' in two weeks. This exhibitor ordered never more than 2 one sheets, photos and a slide. Mr. Clark, salesman for Zone 4 took order for additional advertising when he stopped in to see this exhibitor. I phoned him later and together we sold him 125 block ones and 5 additional lithograph ones.

"The man was very pleased and thanked me for the suggestion and service rendered. He stated that in the future, on large productions, he wanted me to ship him anything I thought would be necessary for putting over his picture."

L. F. EDELMAN,
Accessories Mgr., Washington

What could be sweeter?

"We wired you this morning to mail special delivery 50 insert cards 'Fools Paradise' and 100 insert cards on 'The Sheik' direct here. These were for the Star Theatre, Tonawanda, N. Y. We sold this exhibitor one hundred insert cards on three different productions, namely,

Impromptu



Morris Segel

Morris Segel, Accessories Manager of our New Orleans Exchange, says this is not for publicity, but Pep's cameraman secured the photo.

He is in back of the New Orleans Exchange, having a tête-à-tête with Gloria Swanson.

Belzer Please Note

AND:—Will George Belzer, Poster Dept., New York, N. Y., please lend an ear to this?—

Mr. Ernest Frace, of the Des Moines Poster Dept., folded ONE HUNDRED (100) one-sheets in four and one-half (4½) minutes. Also states that "He didn't hurry much."

BEAT THIS!

Sales I Have Made

(Continued)

'Fool's Paradise,' 'Her Husband's Trademark' and 'The Sheik.'

"We are also attaching herewith, a requisition calling for 100 insert cards on eight different productions. These are for the Flash Theatre, Tonawanda."

R. L. WILLIAMS,
Accessories Mgr., Buffalo

For week ending April 15th. New York Exchange turned in \$2109.86 net accessories sales.

Mr. Gluck, Accessories Manager and his staff are working tooth and nail to put over the biggest sales New York ever had.

"Pick Out Your Nearest Rival"

An analysis of eight weeks sales of insert cards at all exchanges shows the following average sales per week.

Albany, 50; Atlanta, 113; Boston, 698; Buffalo, 118; Charlotte, 61; Chicago, 233; Cincinnati, 125; Cleveland, 196; Dallas, 171; Denver, 199; Des Moines, 145; Detroit, 164; Indianapolis, 102; Kansas City, 247; Los Angeles, 62; Maine, 8; Milwaukee, 106; Minneapolis, 272; New Haven, 45; New Orleans, 23; New York, 91; Oklahoma, 190; Omaha, 195; Philadelphia, 78; Pittsburgh, 180; Portland, Ore., 125; Salt Lake, 213; San Francisco, 235; St. Louis, 86; Seattle, 165; Washington, 104.

We Lead Contest In Brazil

Both Our Stars and Trademark Lead in Huge Contest Conducted by Big Newspaper in Brazil

By O. R. Geyer

Paramount prestige in Brazil has shown a great increase during the last year, as indicated by a popularity contest being conducted by "Pa atodos," a leading weekly motion picture publication. Reports of the results of the eighth week of the contest, which is being held to determine the most popular actor and actress, the best liked production shown in Brazil recently, and the most popular brand of pictures, have shown sweeping victories for us, according to E. E. Shauer, director of our foreign department.

Readers of "Paratodos," in the eighth week of the contest, have shown their preference for Paramount Pictures by a vote of 525, with 121 for the runner up. Realart Pictures, which were shown in Brazil for the first time last November, are in third place with a vote of 103 and bid fair to finish in second place. One of the sensations of the year in the Brazilian film industry has been the instantaneous hit scored by Realart productions, which have become popular favorites throughout the country.

Cecil B. De Mille's production, "Male and Female," has outdistanced all individual productions and is leading by a vote of 271 to 89 for "The Miracle Man." Of the nineteen most popular productions during the year, ten are Paramount and one Realart. "Forbidden Fruit," "Heliotrope," "The Right to Love," "Midsummer Madness," "On With the Dance," "The Testing Block," "The World and His Wife," and "Idols of Clay" are the Paramount Pictures standing near the top, while "The Furnace" is the Realart Picture listed among the favorites of the Brazilian public.

Gloria Swanson and Thomas Meighan are the favorites in their respective divisions, leading all others by wide margins. Lila Lee and Bebe Daniels are in second and third place, respectively, while Wallace Reid has a commanding lead for second place in the men's division. Agnes Ayres, Mae Murray, Dorothy Dalton, Mary Miles Minter, Betty Compson, Wanda Hawley and Alice Brady are among the twenty-two leading actresses. Popular Paramount actors are William S. Hart, Milton Sills, Bryant Washburn and Theodore Roberts.



"The Race for Life"

The Buffalo Exchange is going strong on their thirteen weeks drive and as Prophet Powers says:

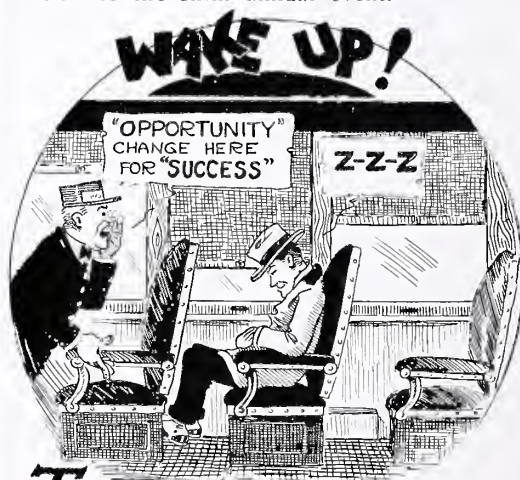
Not since Queen Elizabeth hocked the Royal jewels and sent Columbus on his way rejoicing has any contest aroused as much enthusiasm and created as much interest as the battle for play dates and new business now being waged by those dark-skinned warriors—the Makallas and the Makombes. It is safe to say that there are no visible signs of disarmament.

The strategic moves and furious attacks of each tribe—desperate in their efforts to gain supremacy have resulted in a victory for the Makombes by only a slight margin, at the end of the first two weeks skirmishes.

John Hicks Coming

John W. Hicks, Jr., managing director of our Australasian offices, at Sydney, Australia, will sail from Sydney on the Sonoma on May 10th for a visit at the Home Office, according to a cable received by E. E. Shauer, director of our foreign department. Mr. Hicks will be accompanied by Mrs. Hicks and their young son, who arrived recently in Sydney. En route to New York they will stop at Sedalia, Missouri, for a visit with Mr. Hicks' parents.

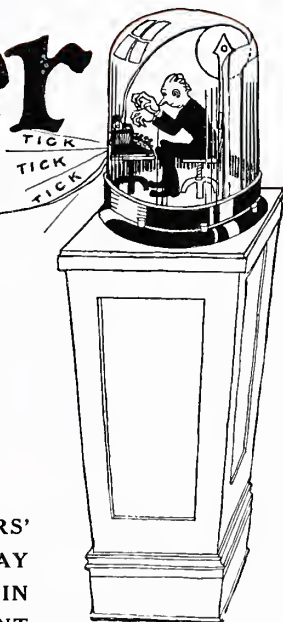
Mr. Hicks is concluding his first year at the head of our Australasian organization, and has been successful in greatly increasing our distribution throughout Australia and New Zealand. Arrangements have just been completed for the extension of our distribution to Java and the Straits Settlements, and one object of his trip to the Home Office is to discuss with Mr. Shauer distribution plans for the coming year as well as Australia's second annual Paramount Week which will be observed the first week in September, at the time of the American celebration of the sixth annual event.



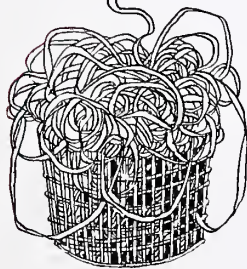
THERE'S NO EXCUSE FOR THE FELLOW WHO SLEEPS PAST HIS STATION. — HE DOESN'T DESERVE TO REACH SUCCESS —



Pep's Ticker



DISTRICT AND BRANCH MANAGERS' CONVENTION STARTS MONDAY, MAY FIRST . . . THE BOYS ARE COMING IN FOR A LIVELY SESSION . . . S. R. KENT PREDICTS GREATEST CONVENTION TO DATE . . . FOLLOW IT IN PEP . . . JOHN HICKS COMING TO NEW YORK FROM AUSTRALIA VERY SOON . . . H . . . 2 . . . O . . . JERRY AKERS GETS BACK FROM KANSAS CITY . . . E. E. SHAUER ESPECIALLY BUSY THESE DAYS GOING OVER WIDER DISTRIBUTION PLANS WITH INGVALD OES, OUR SCANDINAVIAN REPRESENTATIVE, AND JOHN L. DAY, OUR SOUTH AMERICAN REPRESENTATIVE . . . HERB. KRAUSE, WASHINGTON B. M., DROPS IN TO SAY HELLO . . . SO DID LESTER WHELAN, EXPLOITEER . . . AND FREDDIE WALTERS, NEW HAVEN EXPLOITEER . . . O . . . X . . . Y . . . Z . . . ARE YOU GOING TO BE ONE OF THE EIGHT BRANCH MANAGERS WANTED BY S. R. KENT? . . . O . . . O . . . OUR BASEBALL NINE AT THE HOME OFFICE START THEIR SEASON WITH BRAN' NEW UNIFORMS NEXT SATURDAY . . . DON HAMMER, INDIANAPOLIS SALESMAN, APPOINTED AIDE-DE-CAMP TO GOV. OF KENTUCKY—SEE STORY NEXT WEEK . . . MORE NEWS NEXT WEEK—SO LONG—PEP.



You Are Not Dressed For Work—

A Calgary Sextette



Contrary to reports that these personalities hail from the northern wilds, the sextette shown in the photo will give any one a race for congeniality, service and pep.

They are members of our Calgary Exchange, Canada. In the photo left to right they are: Wm. Kelly, Booker; Miss Story, Stenographer; Miss Smith, Film Inspector; Miss Trevelyan, Accountant; George Wyatt, Salesman, and F. Nichols, Shipper.

Indianapolis News

Oscar A. Kantner—Correspondent

Oh boy, that fellow Hammer, salesman in Zone No. 6, at the Indianapolis Exchange, is goin' big. Read the following item and judge for yourself:

D. L. HAMMER MADE COLONEL

Governor Morrow yesterday notified Donald L. Hammer, of Louisville, of his appointment as an aide-de-camp on the Governor's staff with the rank of colonel. The appointment of Colonel Hammer is a recognition by Governor Morrow of his work in Kentucky as a motion picture representative. Mr. Hammer is representative in Kentucky and Indiana of the Famous Players-Lasky Corporation.

Art Mueller, Accessories Manager at Indianapolis, says that by the time he gets a couple of wallops at that fifty thousand rotogravure sections on "Beyond the Rocks" that the Accessory Department has made available, he doesn't believe a ghost of a show for any other Exchange to get in on the allotment.

Miss Herschowitz, our efficient Cashier who has been with the Company ever since the exchange was opened, has given it up to accept the position of private stenographer to Mr. Chas. Reagen, our new Branch Manager. We welcome Miss Alma Eich to our exchange, who will assume the cashier's duties.

We also have Mr. Campbell in our Accessory Department, writing up Form-47. He was transferred from the Accessory Shipping Department. Every step a boost, Mr. Campbell.

Big Town Gossip

By Fred Greene

Joe Kellman is the man who makes life for "Pop" Campbell a lot more pleasant at the New York Exchange is that his is a genial personality and work and more work doesn't scare him at all.

Joe assists "Pop" in his "cleaning up" duties. Because the New York Exchange is such a very busy place, Joe is now indispensable.

The New York Exchange is rich in the possession of one Salvatore Ragona, who is proving of priceless assistance to the entire personnel of the New York Exchange.

"Sal," as he is familiarly called by everyone, was transferred to the exchange from the Home Office, where his duties were similar to his present ones. He is a pleasant and willing young person, always "on the job."

Although he is gaining his first experience in the motion picture business, James F. Duggan, the new accountant at the New York Exchange, is getting along swimmingly in mastering the various details of his work, and now states that he feels he has long been a member of the big Paramount family, both as regards his work and his co-workers.

Mr. Duggan says he is Irish.

The good-natured Mitchell Maer now firmly holds down one of the bookers' tables at the New York Exchange.

Mitchell was a short time ago declared Official Booker, and the manner in which he has "taken hold" is proof positive that he is the right man in the right place. The exhibitors have said so and his co-workers know so.

Al Streamer—he of the red hair and smiling countenance—is back again after a short absence from the New York Exchange, this time in the Booking Department, faithfully and efficiently performing the duties of Contract Clerk.

And everybody's glad he is back.

Everybody at the New York Exchange (and no doubt many out of it) likes Robert Fannon. So much so, that when he was transferred from the Auditing Department, where he was one of the accountants, to the Booking Department, where he supervises Forms 4-A and 4-B, he received their heartfelt good wishes—with the collective nod of approval from the entire Booking Force.

MR. PEP SAYS:

Wisdom comes with years. Still the older we grow the more we wonder at the enthusiasm of children over their birthdays.

Until You've Put On That Smile

Cleveland Notes

Miss R. Labowitch, Correspondent

Mr. Salsbury paid us a three-day visit and we were all glad to make his acquaintance. We know that the salesmen benefited considerably by the talks he had with them during his stay.

Well, at last our ventilators have been put in and we hope that our office this summer will be considerably cooler than it was last. We want to thank Mr. T. C. Young for getting these in before the hot weather sets in.

If BEYOND THE ROCKS is going to be as good a picture as the 22 x 28 photos look, it will be a wonder. These pictures are so beautiful that we have framed them and they now hang in our Accessories Department. We know that sales will increase if this is a fore-runner of what we are going to get on future releases.

Chicago Breezes

By Irma Beck, Correspondent

The exhibitors are all talking (and that means something) about the prosperity of our Pep Club since our dance. We have to our credit a beautiful piano, one large cabinet victrola with oodles of records (more coming), and a large bank account. The purchasing of a victrola is due to our wide-awake Entertainment Chairman J. A. Frost, who promises loads of good times during his administration.

Des Moines Exchange can shout about their "Sparklers" but they are not leaving Chicago far behind. Mary Tammany, Accounting Department, proudly displays a carat and a half diamond on that ever-important finger.

You have all heard about Mr. J. J. Hess being transferred to Chicago, now we will tell you about the J. J. with whom we have just become acquainted. Despite the fact that he has been under a constant strain of worry over his little son, who broke his leg, he has been full of pep and on the job every minute. Accept our sincere wishes for your son's speedy recovery, J. J.

He's a good one

Welcome Mattis

F. T. Mattis is now Accessories Manager of the Detroit Exchange, having succeeded Mr. Winstead who resigned.

Mr. Mattis was a member of the Accessories Department at Detroit before his promotion to managership.

We welcome you, Mr. Mattis, and incidentally we place at your disposal as much of the space in Pep's Accessories Bin as you can capture.

The best of luck!

Cincinnati Scintillations

Believe It or Not"

By Sammy Cohen, Correspondent

W. W. Harris, salesman for Zone 6, visited nine exhibitors and got nine contracts in rapid succession.

Andrew Clarence Ogden, who has joined our Sales Force, is big enough to battle Jack Dempsey for the heavyweight championship. Don't be deceived by the Clarence—he isn't that kind of a guy.

Manuel Naegle, the golfing booker, says that there is a big difference between golfing and booking. "In golfing," he sagely remarked, "you hit a ball, but in booking, if you ball it up, you get hit—or deserve to."

Norman Dixon, exploiteer, is disgusted with the indifference the Cincinnatians display towards the weather. "Everybody talks about it, but no one does anything," complains Norman.

Herbert Elder, district manager, is writing a vaudeville sketch. He was telling Harry Neill, sales manager, about it. "There are going to be but two characters in the entire sketch," he informed him. "What's the title of it?" inquired Harry. "I haven't decided yet," was the smiling reply, "but I think I'll call it 'The Elder of the Two.'"

Bob Laws, salesman for Zone 1, has just been appointed booking manager to succeed Charlie Behlen, who is going to get next to nature and exhibitors by travelling around the territory. Here's wishing them both luck!

St. Louis Loose Leaves

By A. Mike Vogel

It's Saturday afternoon in the Office, Typewriters quiet,—in the arms of Morpheus. No one here but the blind, weak, and lame, The rest of the crew are all out at the game.

Ernie Geyer has left us flat to return to that dear Detroit. He saw visions of the golf links on the shores of the lakes, and the beauties of Zone 4 were not enticing enough for him to ignore the siren call. Lou Vogel (no relation) has taken over the territory.

Messrs. McManus and Baggot paid a business call in Chicago recently, meeting Mr. Akers while there.

Miss Dooley is her name—she handles the cash—so don't get rash—with Dooley. Seriously, tho, she makes a pleasing eyeful.

Much carfare being saved these days. Bill De Frenne has the Overland in condition, which we all appreciate.



Huge Task Completed

Selecting of Stories, Cast and Thousands of Details Are Completed by Production Department

Working night and day with last Saturday as a dead line for the winding up, the Production Department at the West Coast and the Home Office worked incessantly and completed work for thirty-eight pictures on the new programme.

Mr. Lasky had so inspired the organization at the West Coast before coming to New York, that when he left there they had secured every leading man and every leading woman of any prominence to play in one or more of the thirty-eight productions.

This item alone was a tremendous proposition and the staff went to the four corners of the country to get the best that could be had.

After the best stories were purchased and the casts selected, the final wires were sent in to New York which was last Saturday noon, so the advertising department could go ahead with their plans on this program.

Some feat we'll say.

Mr. Lasky was so enthused and pleased with the wonderful co-operation of Victor Clarke and Frank E. Woods, as well as many others, that he wired immediately expressing his deep appreciation for their magnificent work.

When the wire was received, Frank E. Woods, Supervising Director at the west coast wired Mr. Lasky as follows:

MANY THANKS FOR YOUR MESSAGE OF APPRECIATION WANT TO SAY HOWEVER THAT TO YOU THE GREAT CREDIT GOES FOR ACCOMPLISHING THE MOST DIFFICULT AND COMPREHENSIVE JOB OF CONSTRUCTIVE PRODUCTION MANAGEMENT I HAVE EVER KNOWN IN THIS COMPANY. ONLY YOU AND THOSE WHO HAVE AIDED YOU KNOW WHAT AN INTRICATE THING HAS BEEN ACCOMPLISHED. REGARDS.

FRANK E. WOODS.

Would that we could tell the readers of PEP in print, the amount of detail necessary for the proper functioning of the most successful motion picture production department in the world. However, we hope in the near future to delve into studio activities so that you may get an idea of the task confronting these gentlemen, in order to give our distributing department, as they have before and are doing, the finest calibre of productions on the market.

The speed and accuracy and enthusiasm shown on this recent accomplishment is good testimony to the faith that Mr. Lasky's production army possesses for the product they put out.

Certainly Mr. Lasky and his production department are to be congratulated again and again for meeting the demands of the ever-seeking picture public.

Showing Her the Ropes



"Red Eagle," champion "bulldogger" of the world and grandson of Chief Red Eagle, famous massacring Apache chief, shows Bebe Daniels the correct way of handling a "rope."

Red Eagle has been engaged to appear with Bebe Daniels and Jack Holt in "North of the Rio Grande."

William de Mille Goes on Location

Mark up a special notation for William de Mille. For almost the first time in months, he has taken his company making "Nice People" on location! And at that it wasn't very far—just to Lasky Ranch. Mr. de Mille believes that he can do most of his exteriors as well as interiors in the studio and past performances seem to prove that his contention is right. Clara Beranger adapted this play by Rachel Crothers—and talking of casts, here's one to make even the most blase person "sit up and take notice"!

Wallace Reid, Bebe Daniels, Conrad Nagel, Julia Faye, and a lot more. And right up to the moment matter, too—the very spirit of the present day and age are in the story which will be produced as only William de Mille knows how—with the utmost finesse and attention to detail.

Telling Him About It



"You have to climb away up there on that peak," says Uncle George Melford, to Cecil Holland, and Cecil did when they were on location at Palm Springs, California, making "The Woman Who Walked Alone," featuring Dorothy Dalton.

Gloria Swanson En Route for Europe for "Grand and Glorious" Vacation

"I am leaving for one big, grand, glorious time and I know I shall enjoy every moment of my eight weeks' vacation."

It was Gloria Swanson, speaking to a group of friends gathered at the pier of the White Star liner Homeric, Saturday morning, to wish her "Bon Voyage!" on her trip to Europe with the single purpose of having "just a good time."

"We shall arrive in London in time for some of the races," said the Paramount star, who was accompanied on her journey by Mrs. Frank Urson. "We shall attend the Grand Prix at Paris and visit Monte Carlo—"

"And will you try to break the bank?" someone interrupted.

"Oh no! Of course I shall not even think of playing any roulette!" But the tone of her voice and her mischievous smile indicated that she might possibly take occasion to pay her respects to the Goddess of Chance."

Miss Swanson arrived in New York from Los Angeles Thursday morning and put in a strenuous forty-eight hours in final preparation for her ocean voyage. Before leaving the West Coast Sunday she had worked almost continually every day and often far into the night, on her new picture, "Her Gilded Cage," a Sam Wood production, for more than three weeks prior to her departure, in order that she might complete all the scenes in which she was to appear.

The star's itinerary while in Europe will include four days in London, seven days in Paris, two in Monte Carlo, two in Rome, two in Naples and one day each in Florence and Venice. From Venice she will go to Budapest for a day and from there to Berlin, where she will spend four days. Following a short stay in Brussels she will return to Paris, where she will do a little shopping before starting on her return journey. She expects to collect many novelties and unusual bits of jewelry, and of course will purchase a few Paris gowns.

"On my next vacation," Miss Swanson announced, "I shall see South America."

On her return from Europe the star will spend but little time in New York, for she is scheduled to begin work at the Lasky studio on a new picture immediately following the allotted period of her vacation.

Niblo Signs Up

Fred Niblo Signs With Us for Series of Productions With Rodolph Valentino as Star and June Mathis as Writer



Fred Niblo

Fred Niblo has been signed for a series of big special productions starring Rodolph Valentino and written by June Mathis, who adapted Rex Ingram's "The Four Horsemen." This announcement made by Jesse L. Lasky definitely sets at rest published reports in newspapers

that Mr. Niblo had been engaged by another company.

"After witnessing a number of the first scenes of 'Blood and Sand,' which Mr. Niblo is now producing for us with Mr. Valentino as the star," said Mr. Lasky, "I was so impressed by the masterfully artistic handling of this important subject that I immediately took steps to secure him for a series of special productions with the same star."

"The next picture following 'Blood and Sand' will be an adaptation by June Mathis of the famous novel by John Ames Mitchell, 'Amos Judd,' and will be titled 'The Rajah.' This will afford Valentino a stellar rôle no less admirable than that of the toreador in his first Paramount star picture. This strength of rôle and the effectiveness of the combination of star, producing director and writer should result in some of the most wonderful screen attractions we have ever released."

In commenting upon his new and permanent affiliation, Mr. Niblo said: "I am delighted beyond measure at the certainty of continued association with Famous Players-Lasky in making a series of pictures of special character with Rodolph Valentino as the star. The facilities afforded for production work, the story material already submitted to me and the general harmony so evident at the Lasky studio render distinctly agreeable this new arrangement which negatives the reports that I had signed with some other organization."



Irvin V. Willat Gets Going

Irvin V. Willat's production, "The Siren Call," is under way. In fact, several weeks ago, the first scenes were taken up at Huntington Lake, Cal., amid the snow. Then, after a short lapse of time, work began in the studio and very soon, when Miss Dalton arrives, the exciting action will start. She is the leading player and David Powell, Mitchell Lewis and others appear in the cast, the former as leading man. It's a story of Alaska, with all the romance and vigorous action of the northland in the script. J. E. Nash is author and he with Philip Hurn did the scenario.

Familiar Faces



The above group are having a little chat between shots at the West Coast studio.

George Fitzmaurice has just dropped in to chat with the others on the news of the day. In the photo, left to right, are: Sam Wood, Gloria Swanson, Rodolph Valentino, Paul Iribe and George Fitzmaurice.

Soon to Start

Cecil B. De Mille will soon start "Man-slaughter" by Jeanie Macpherson from Alice Duer Miller's novel; Thomas Meighan plays the district attorney; Leatrice Joy is the girl. It will be a splendid production with all sorts of novel effects and much human and emotional drama.

George Fitzmaurice is preparing for his big production, "To Have and To Hold" with Betty Compson and Bert Lytell. Theodore Kosloff is also cast for a strong part, it is understood. Ouida Bergere wrote the screen play from the Mary Johnston novel.

Penrhyn Stanlaws is getting ready for "Pink Gods" adapted by J. E. Nash and Sonya Levien from the book by Cynthia Stockley. This is South African material—always colorful and full of the strange mystery of the tropics. Anna Q. Nilsson is named as one of the principals in the cast.

"The Old Homestead" directed by James Cruze is a forthcoming production. No details as yet available, except that it will be a wonderful production of a famous classic of the stage.

"Burning Sands" Sure Winner

George Melford has not yet started active work on his new production, "Burning Sands" adapted by Olga Printzlau from Arthur Wiegall's story, but he is working on the cast, which will be headed by Milton Sills and Wanda Hawley and soon will begin actual shooting. That he has another picture equal if not superior to "The Sheik" is the confident belief of all concerned.

Radio at Studio

Radio Installed at Lasky Studio Will Connect Studio by Wireless Telephone With Lasky Ranch and Other Locations

Now they're using the wireless telephone to help make motion pictures. A receiving set was recently constructed at our West Coast studio in Hollywood by Clyde Ewing, foreman of the electrical shop, and it has a dependable receiving radius of more than a thousand miles. Mr. Ewing bought the parts, designed the set and built it after hours. It plainly reproduces concert and conversation from as far inland as Denver.

Although it is planned to entertain the studio forces with concerts during noon hours and in the evenings if desired, the installation is to have a still more practical use. The great tract of land known as the Lasky Ranch, where much of the work is done on large exterior sets, is eight miles from the studio in Hollywood. It is back toward the foothills and far from the telephone trunk lines, so that one of the difficulties has always been the lack of means of communication for the transmittal of orders, requisitions for suddenly-needed people, supplies and the like. Frequently there are delays while a messenger makes the trip to and fro.

Now it is purposed to get a Government permit and put in a sending apparatus at the studio and at the ranch. Doubtless this will be developed to the point where companies going on location anywhere in Southern California will carry at least a receiving apparatus, so that the studio may send messages to the director or players at any time.

Mr. Ewing, being an electrician by trade, was one of the Los Angeles pioneers of this interesting "indoor sport" which is now sweeping the country and numbers its devotees by hundreds of thousands. One one occasion, over the studio instrument, Mr. Ewing heard for a moment when conditions were exactly right, a concert from the General Electric broadcasting station at Schenectady, New York. It easily picks up "spark messages" from ships on the Atlantic, and from Honolulu.

Is She Protected?



We'll say she is.

Tommy Meighan, left, and Tom Moore, right, the latter playing with Betty Compson in "Over the Border"; also Antonio Moreno, who dropped in for a visit at the studio, are looking after Miss Swanson.

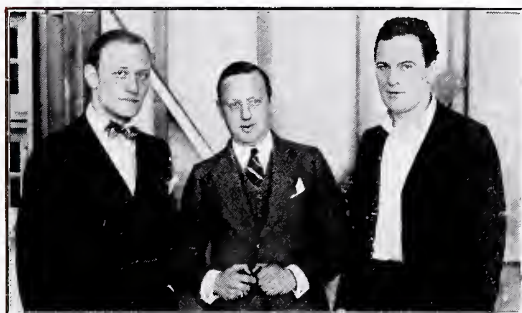
Miss Swanson says, "now try and steal me."

Says Comedy is the Thing

Theodore Roberts claims that comedy is the one greatest essential to selling a motion picture. The Paramount character actor, and veteran of stage and screen, offers as support of his contention, that you can always sell a picture that is really good comedy, or a picture of dramatic character with comedy highlights, but that it is difficult to dispose of one that has no comedy in it at all, to speak of. James Cruze, our director, also is strong for comedy—with an occasional tear. Paul Powell believes exploitation and entertainment value are of prime importance. Jack Holt, star, says the answer to the question, what kind of a picture sells best? is always the same; "A **good** picture!"



A Familiar Group



This is a recent photo taken at the West Coast studio by Pep's cameraman in which you see Conrad Nagel, Jesse L. Lasky and Thomas Meighan.

While Mr. Lasky was on the stage chatting with the boys, the cameraman approached at an opportune time and secured this photo.



"Borderland" Takes Us Into Psychic Realms

That strange and undiscovered country from which 'tis said, no traveler returns, figures to some extent in "Borderland," Agnes Ayres' new picture by Beulah Marie Dix, directed by Paul Powell. But this is not the bulk of the story by any means—for a very strong romantic theme runs through, true love and love that is spurious being intermingled and a confiding woman is the heroine. But from out the mists of the Beyond comes that warning note which saves her at the brink of disaster. Beautiful and appealing, the tale offers an entirely new theme and one which will strike the popular fancy of the present day. Milton Sills, Casson Ferguson and others appear. The latter is a suave and polished semi-heavy; the former a somewhat stolid but sincere leading man.

Listening In



Nita Naldi, well known for her vampire parts in many of the bigger productions, is here shown listening in on the radiophone at our West Coast studio.

Clyde Ewing of our electrical department and foreman of the shop, built this radiophone himself. The phone will be used for business and pleasure and will communicate chiefly with the Lasky ranch.

Wonderful Sets for "Blood and Sand"

If for no other reason, Fred Niblo's production "Blood and Sand" starring Rodolph Valentino, would be a hit because of the marvelous settings provided. The use of forced perspective, gaining the effect of distance by the use of graduated sizes of trees, etc., the gorgeous interiors of semi-Moorish, and purely Spanish type; the exteriors, and so on are alike fascinatingly realistic and beautiful. Add to this the splendid cast, the fact that June Mathis is supervising writer and that the story by Ibanez is one of the strongest the Spanish novelist has ever conceived, and there is every reason to expect a 100 per cent picture—and then some!

Mr. and Mrs.



This is Mr. and Mrs. Wallace Reid, taken in front of their home in Hollywood.

Wally says, "this is the leading woman and leading man of the Reid special."

Some Wonderful Shots in "Spanish Jade"



The Pepville Gazette



Vol. 6. No. 42 MONDAY, APRIL 24 1922 Price: Just Grab

THE PEPPVILLE GAZETTE
PUBLISHED WEEKLY
Entered at the Postoffice through the Mail Slot

Editor's Office:
4' x 6'

WEATHER
Let's Hope So

Took His Advice

A Negro prize-fighter had just lost on a foul in a coveted ring battle.
His second approached him and the prize-fighter said: "It's all your fault 'cause I lost on that foul."
"Why?" asked the second.
"Because," replied the pugilist, "yo' all told me to use mah head an' ah did."

The Attraction Gone

"An' how's the deafness these days, Aunt Cynthia?"
"Porely, Hlum, porely! It's come t' sich a pass that I can't really enjoy our party wire no more."

Not So Far Off

Pat was a stranger to American dishes and had just been introduced to his first order of corn on the cob. After having eagerly devoured the succulent corn, he passed to his hostess the despoiled cob with the natural request:
"Will ye please put some more peas on me stick?"

Not That Far Along

"Do you allow the inmates here to intermarry?" asked a visitor at an asylum for the insane.
"They don't want to, mum," replied a keeper. "The folks here ain't really crazy, as you might say."

A Reminder

One of our boys who sports a mustache, was walking down Fifth Avenue with his wife. When they passed a store she suddenly turned and gazed at him and said, "You remind me Jack, I simply must get a tooth brush."

On the Dot

Employer: "Is it true that when the clock strikes six you put down your pen and go, even if you are in the middle of a word?"
Clerk: "Certainly not, sir. When it gets so near to six as that I never begin the word at all."

Deep Stuff

"Ah suttlingly is glad to see yo' out of dat horspittle, Sam. What done happen to yo' in dar?"
"Ah done had mah bones X-rayed."
"An' ah bets a five spot dey was loaded."

The Movies Again

"How did you happen to lose your cook?"
"I blame the motion picture industry," said Mr. Gadspar.
"How so?"
"She didn't like the kind of films shown in our neighborhood movie theatre."

Last Minute News

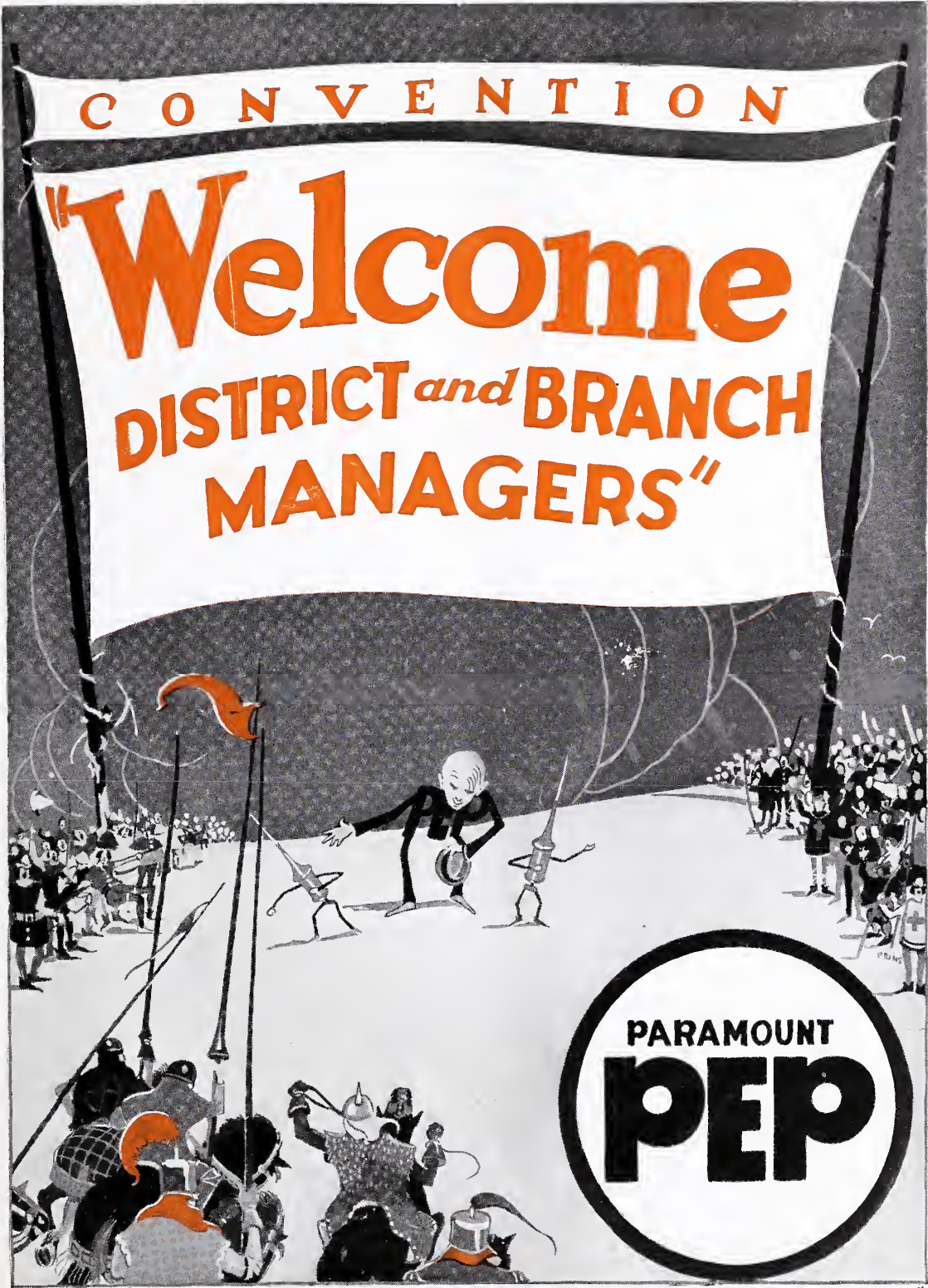
"TO HAVE AND TO HOLD" TO BE AN ELABORATE PRODUCTION—FITZMAURICE TO DIRECT—CAST HEADED BY BETTY COMPSON—BERT LYTELL—THEO. ROBERTS—THEO. KOSLOFF.

GEO. FAWCETT JOINS OUR RANKS AT WEST COAST.

NEW ADV. BOOK ON 38 PRODUCTIONS READY SOON.

LUKE (The Props Boy)TROUBLE WITH "HENRIETTA"





The Convention Opens

S. R. Kent Calls District and Branch Managers' Convention to Order Today at Nine-Thirty

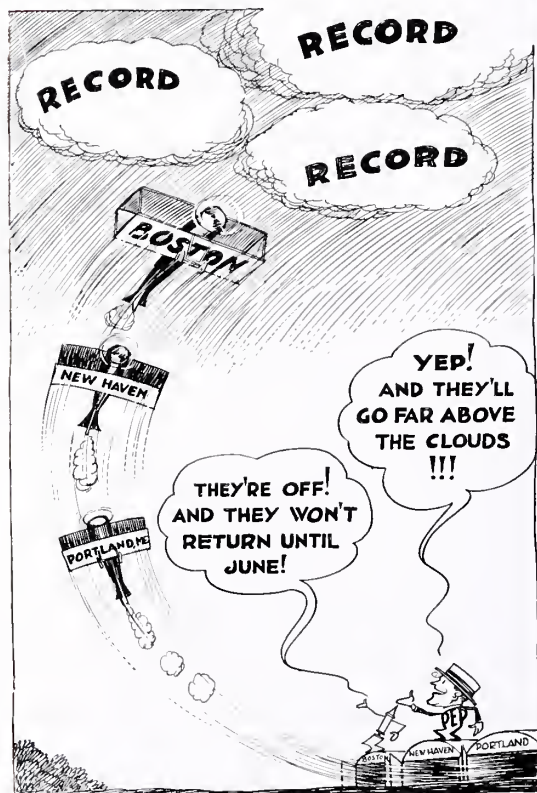
The reception lobby at four-eighty-five was a busy place early this morning when the district and branch managers and many Home Office executives exchanged greetings prior to the opening session in the publicity and advertising offices at nine-thirty.

Full details of the convention will be given in next week's PEP as we are off the press at the time it is called to order.

Those who answered the roll call were:

Messrs. Adolph Zukor, Jesse Lasky, S. R. Kent, E. E. Shauer, E. J. Zukor, F. V. Chamberlin, R. T. Kane, G. W. Weeks, H. G. Ballance, G. E. Akers, F. F. Creswell, Claud Saunders, O. Morgan, C. E. McCarthy, A. M. Botsford, H. Salsbury, Ingvald Oes, Mel Shauer, G. B. J. Frawley, W. P. Lindlar, Herman Wobber, W. E. Smith, Louis Marcus, G. J. Schaefer, H. H. Buxbaum, H. A. Ross, H. W. Given, Phil Reisman, H. E. Elder, R. C. LiBeau, L. L. Dent, John Clark, M. C. Hughes, J. B. Dugger, W. A. Bach, M. A. Milligan, Ed. English, H. I. Krause, H. Danto, P. J. Swift, J. Hamill, M. Kusell, M. W. Kempner, C. C. Wallace, H. Hunter, R. D. Thomson, W. R. Scates, J. D. Powers, L. F. Britton, A. Moritz, A. E. Bernstein, R. J. McMams, Chas. Reagan, P. A. Bloch, F. Strief and P. L. Morgan.

They're Off!



Should We Have More of the Theatre's Time?

S. R. Kent Again Answers Query from the Field as to Feasible Argument for the Request of a Theatre's Additional Time

The question put to Mr. Kent by Mr. Robson, Exploiteer at Pittsburgh is:

WHAT ARGUMENT WOULD YOU GIVE IN CONVINCING AN EXHIBITOR THAT WE SHOULD HAVE MORE OF HIS PLAYING TIME?

In answering this argument Mr. Kent said: "the calibre of Paramount productions and their marked success for the exhibitor thruout the world is the best argument for the theatres' additional time.

If an exhibitor plays Paramount pictures two days out of the week and they are good, this stands to reason that four days would be twice as good and that five or six days or a week would be that much better.

The exhibitor today realizes as well as you and I the necessity for better pictures for his public and if they like Paramount pictures, it is only natural that they should give them plenty of them.

Additional time for Paramount pictures in any man's theatre makes it considerably easier for him to put over any other productions on the market for there is no use kidding ourselves because Paramount carries him along to success.

The greatest testimony as to what our productions are is the fact that many of the greatest moving picture theatres in the world today are using nothing else but Paramount pictures—they're making money—they have really made institutions out of their theatres solely thru the exhibition of our product exclusively. In other words, if the Rivoli, Rialto and Criterion theatres in New York City and Grauman's, for example, can be really money-making institutions by exhibiting of Paramount pictures, there is no reason in the world why any other exhibitor couldn't duplicate the same feat in his own particular town, whether large or small, and in analyzing the possibilities of certain territory, don't forget the words of Charles Frohman, "It's not the town, it's the show." Give them a good show and they'll come.

Our business is turning out the highest element in motion pictures and the very least an exhibitor can do who has not as yet given us the proper time, is to try it out, and we'll guarantee that he'll continue along the lines of other successful theatres and give the public what they want—Paramount pictures.

Learn How To Walk Before You Run

Holding To The Schedule

H. G. Ballance Answers Query Regarding the Maintenance of Schedule

The question put to the Sales Department this week by A. Mike Vogel, St. Louis Exploiteer is: **HOW CAN PRICE BE KEPT UP IN A TOWN WHERE THE TWO OPPOSITIONS GET TOGETHER AND REFUSE TO PAY OVER A CERTAIN SUM FOR SERVICE?**

H. G. Ballance answers this question as follows:

In a town where two exhibitors combine to keep prices down I would attempt to show them that it is detrimental to their best interests to withhold Paramount from their patrons.

Considering the investment that they have in their theatres it is their obligation to see that the best obtainable is given to their patrons.

The same condition exists where an exhibitor controls the town. If he continues to foist cheap mediocre product on his patrons simply because he controls the situation his patrons will soon sicken and tire of his theatre and will turn away in disgust. We have seen this demonstrated time and time again.

If the theatre-goers in any town have been denied the privilege of seeing Paramount pictures for any length of time and have been educated to seeing the class of product that is fed to them regularly over the counters by our competitors, they will soon think that this is all the picture business has to offer and turn to other quarters for their amusement.

I have seen towns that are sick indeed as far as the picture business is concerned simply for the reason that they are not giving their patrons good pictures but are trying to educate them to like mediocre productions when, for a few dollars more they could get high class entertainment that would please everyone.

Paramount, with its tremendous producing units, can offer the diversity of program that is necessary to reach out and constantly create new friends for the theatre owner.

The exhibitor is indeed short sighted who will attempt to enter into any combination that will not allow the producer to receive a fair price for his product and it is his obligation to see that he offers his patrons the best obtainable on the market, which is Paramount.

H. G. BALLANCE.

J. R. M., Jr.



J. R. McEachron, Jr.

The smile that J. R. McEachron, Jr., salesman of Zone 3 out of the New Orleans Exchange is typical of his personality day in and day out.

We can bet that Mac's smile lands many a contract.

Live-Wire Joe



The accompanying cartoon was drawn by "Bob" Gary, Milwaukee Exploiteer. It is a likeness of Joseph D. Roderick, Chicago City Salesman.

Mr. Roderick is one of the most able salesmen in this territory. In his seven years with the distribution branch of the industry, he has built up a reputation for square dealing and efficiency, and practically every exhibitor in the Middle West is included in his large list of friends.

PEP *[Signature]*

Undergrowth

It ain't the trees that block the trail,
It ain't the ash or pine;
For, if you fall or if you fail,
It was some pesky vine
That tripped you up, that threw you down,
That caught you unawares;
The big things you can walk aroun'—
But watch the way for snares.

In life it ain't the biggest things
That make the hardest load;
It ain't the burden big that brings
Defeat upon the road.
Some fault you hardly knew you had
May hurt more than you think—
Some little habit that is bad
May put you on the blink.

—Douglas Malloch.

PARAMOUNT PEP

"BUT ABOVE ALL THINGS,
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees
of the
FAMOUS PLAYERS-LASKY CORPORATION
Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 6 May 1, 1922 No. 43

Who's Selling the Film?

Through the columns of PEP, several issues ago, we made a plea for sales arguments that were to be answered either by the executives of the Home Office or the men in the field.

Much to our satisfaction and a good many others, several valuable sales arguments were advanced by the men in the field and answered here at the home office, Mr. Kent answering three of them, with Messrs. Akers, Ballance and Weeks answering the rest, two of which are to be published.

It is needless to state the benefit that is derived from this controversy thru our columns. Mr. Kent and the other sales executives would not take their valuable time to answer them unless they were mighty sure that the sales department would derive some benefit.

Now we are going to ask you if you have noticed where they have come from—if you have noticed the rapidity and promptness with which they were submitted and answered?

If you haven't we'll tell you—every sales argument sent in to be answered has come from the pen of an exploiteer—not a single salesman sent in a sales question to be answered.

There is a definite purpose designed in every sales article printed in PEP and unless it is digested it ceases to be of any value.

Mr. Kent himself noticed that each of these advanced sales arguments came from the exploiteers and his remark was—WHO IS SELLING THE FILM?

The caliber of these arguments to date have been truly constructive in that they have supplied valuable information to other salesmen. These all having emanated from the exploiteers it stands to reason that we could look for more and interesting arguments from the salesman. You, the salesman, are bumping up against more of these seeming stumbling blocks and we want you to tell us about them so the other chap who has a solution can tell the others about it.

Get busy, salesmen, and send them in.

They'll be answered either by H. O. executives or men in the field.

Men We Know

Vincent
Trotta



No, he is not exactly an auctioneer but he is good at buying and selling the idea of art.

In charge of our Art Department, Mr. Trotta, has a task the immensity of which few of us can realize without having been associated with him in his work.

Every bit of art work whether it is for PEP, trade journal, magazines, cuts, mats, press books, finds its source in Mr. Trotta's Department.

His pet hobby is collecting antiques and were you to go into his home you would find that this is correct.

McConville Injured

John McConville, exploiteer at the Boston Exchange, met with a serious accident recently while at Providence, R. I., in connection with the exploiting of one of our productions for the exhibitor there.

After a strenuous day Mr. McConville went to the hotel and while taking a shower bath, slipped and fell across the edge of the tub rendering him unconscious for several hours. He finally regained consciousness and managed to crawl to the bed where he lay all night hardly able to breathe.

About noon the next day he had gained enough strength to get to the telephone and call Mr. Reid, manager of the Strand Theater, who immediately responded with a hurry call with the doctor and found Mr. McConville suffering from internal injuries.

R. P. Collins, Boston Accessories Manager, then went to Providence and brought him back to Boston where he is now confined to his bed to remain, perhaps, for several weeks.

Although in a very critical condition, John insists in getting up and going out on the job and it was only after strict orders from the doctor that he remained in bed.

This is the typical exploiteer spirit manifested by him and exhibitors, as well as his many friends, are sending daily inquiries as to his progress toward recovery.

We all wish you a speedy recovery, John, and send our best regards.

Something Worth The While—Service

Seven More B. O. Attractions

"Next Block of Re-Issues Soon to be Released Rank With Best of Today," Says S. R. Kent.

Following the release of seven big productions in block form, another set has been prepared and will be released just as soon as prints are available.

The progressive exhibitors throuth the country more than welcomed the first batch as real money getters and profitable week runs.

Now comes seven more big ones. Productions that stood out individually as box office attractions. Look over this list and then stop and consider what these productions did for the exhibitor as an individual attraction, then take them as a whole week's program and you will get an idea what these seven big ones will do:

The second block consists of the following productions:

Cecil B. De Mille's "Why Change Your Wife," "The Woman God Forgot," "We Can't Have Everything," "The Gilded Lily" with Mae Murray, "The Woman Thou Gavest Me," "Little Women" and "Barbary Sheep."

Now take a squint at the casts in these productions:

"Why Change Your Wife," one of our very best B. O. attractions has an all star cast comprising Tom Meighan, Gloria Swanson, Bebe Daniels, Theo. Kosloff and Sylvia Ashton.

"The Woman God Forgot," also directed by Cecil B. De Mille, presents Geraldine Farrar as the star with Wallace Reid playing opposite. Others in the cast are Hobart Bosworth, Theo. Kosloff, Raymond Hatton and James Neill.

"The Gilded Lily" starring Mac Murray went over big and will go again.

"Little Women" has two drawing cards in the form of Conrad Nagel and Henry Hull.

"The Woman Thou Gavest Me," Hall Cain's great story, presents Katherine MacDonald, Jack Holt, Milton Sills, Theo. Roberts and Fritz Brunette.

"We Can't Have Everything" is another big attraction. The story was written by Rupert Hughes and William de Mille wrote the scenario. The cast, a knockout, includes Kathlyn Williams, Elliot Dexter, Wanda Hawley, Sylvia Breamer, Thurston Hall, Tully Marshall, Theo. Roberts, James Neill, Charles Ogel and Sylvia Ashton.

"Barbary Sheep," from the famous story by Robert Hichens, stars Elsie Ferguson, while the rest of the cast includes Pedro de Cordoba, Lumsden Hare and Macey Harlam.

Commenting on these seven productions Mr. Kent says: "These are seven of the greatest money-getting pictures for exhibitors that our organization ever put out and it is my opinion that they rank today with the very best that is reaching the market."

Gledhill Again

Dick Gledhill, that lively salesman covering Zones 7 and 8 out of the New York Exchange, recently ran against a snag when a certain exhibitor refused to book the reissues in his large theatre.

Gledhill lost no time and before the day was over had sold another theatre the seven pictures as per schedule and the exhibitor made money.

From Indianapolis



Anna Lukins

One of the new members of our family at the Indianapolis Exchange is Miss Anna Lukins, who is the billing clerk at that office.

Miss Lukins has been connected with that office for the past three months and in that time has mastered the accuracy and despatch necessary in this line of work.

PEP *3/11*

Riley Meets Lindlar???

Walt. Lindlar says he dreamed he met James Whitcomb Riley the other night and said:

"Howdy Jim," and Jim said, "Hello Walt, still down to New York?"

"Yep," says Walt, "ever been there?"

And Walt says Jim said:

**"When I was down in New York town
I started out to count**

**The things that make our lives worth while
And found 'twas Paramount.**

I hustled up Fifth Avenue,

Stopped at four eighty-five

And there I met who, I believe, 's

The biggest man alive.

His name? It's Adolph Zukor,

The boss of the shebang,

An' for ruffles, fluff an' politics,

Why, he don't give a dang!

He's not a great big, tall man

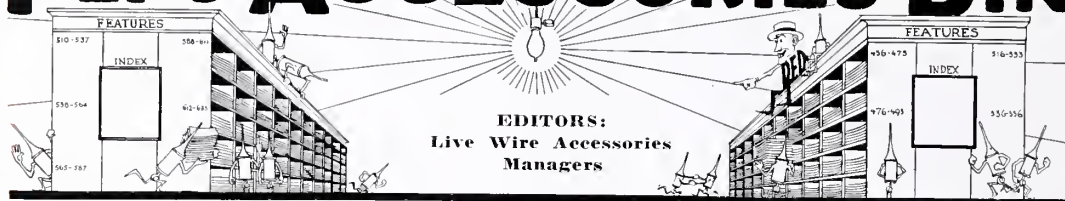
If you're a-measurin' by feet,

But he's the biggest little man

You'll ever care to meet!

P. S.—We don't think Walt met Riley at all—he did it all by himself—'cause he "poems" every now and then.

PEP'S ACCESSORIES BIN



(Send in the best accessories slogan for this space, and win ten dollars)

Second Hand Stuff

We quote herewith from a circular letter sent to exhibitors by a firm of second-hand accessories dealers.

"We can furnish you with slides, photos, and paper on all productions, at a saving of about one-half. In this way you can effect a decided economy without cutting down the volume of your advertising.

"Our prices are as follows:

	Price List.	Refunds When Returned.
Slides	\$.12 each	\$.02
Photos, 11x14.....	.60 per set	.25
" 22x28.....	.30 each	.05
One Sheets.....	.12 "	.02
Three Sheets.....	.35 "	.05
Six Sheets70 "	.10

"All advertising is carefully examined before it is shipped out.

"Refunds quoted above apply only on slides, photos, and paper purchased from us and containing our mark.

"Hoping to be favored with your order, we are,

Very truly yours,"

This is the way poster mounters work.

Our first answer to this is that they deal in SECOND-HAND STUFF.

They approach the exhibitor with an APPARENT ECONOMY. An exhibitor can kill his house just as quickly and as effectively by cutting down the GRADE of his advertising as he can by cutting down the volume.

You have all read Mr. Rea's letter which was published in PEP's Accessories Bin last week. Mr. Rea told you why he didn't listen to this poster mounter's bunk.

Now look at the mounter's prices. 12c for a one sheet, 2c refunded when returned. But don't forget that exhibitors have to pay return postage.

Our price for 10 BRIGHT, FRESH, CLEAN one sheets is 11½c each.

Go on down the line. Compare each item. Figure out value received. Our quantity Price Schedule is beating them at their own game.

But regardless of prices, our principle is right. The exhibitor who dresses his lobby or his billboard with BRIGHT, FRESH, CLEAN accessories makes a BRIGHT, FRESH, CLEAN impression upon his public.

Now you tell 'em.

MEL. A. SHAUER.

PEP'S ACCESSORIES BIN

CONTINUED

Sales I Have Made

"On Monday (April 17th) I sold to one exhibitor 1,100 insert cards. Wednesday night accompanied our city salesman to Lockport, a city about one hour's trolley ride from Buffalo and secured an order from the Temple Theatre amounting to over \$100, which included 100 inserts each on two different productions, which will act as a starter."

R. L. WILLIAMS,
Buffalo Accessories Mgr.

Getting off to a good start is half the battle.

"Am now filling an order for the Rivoli Theatre, Baltimore, of 120 six sheets on the Revival Week subjects and am charging that account on the Quantity Price Basis."

L. F. EDELMAN,
Washington Accessories Mgr.

"The week of April 15th we sold 35,000 heralds and 119 insert cards which is our high mark."

I. G. WHITE,
Los Angeles Accessories Mgr.

Gentlemen:

Another Texas cloud burst! We claim the silver cup week ending April 22nd. Our net accessories sales were \$2,276.80. Some of the items sold were as follows:

3200 1-Sheets
109 24-Sheets
231 Insert Cards
510 Window Cards

As far as putting over a campaign, we are always campaigning, because we have Paramount in our souls. Our slogan is "Say it with accessories."

Trusting this fills our division of Pep's Accessories Bin, we remain,

Very truly yours,
RALPH LARNED,
Accessories Mgr, Dallas

Out Among 'Em

Mr. I. G. White, Los Angeles Accessories Manager, reports the completion of a nine-day trip thru part of Zone No. 3.

During this trip Mr. White visited several exhibitors and accomplished wonders thru this personal contact, in selling additional accessories.

"Welcome, Mr. Stone"

Mr. Fred C. Stone has been appointed Accessories Manager of the Maine Exchange, to replace Mr. Conwell who resigned.

"Congratulations and welcome, Mr. Stone. You have a famous name and we have no doubt that you will live up to it."

Why So Slow?

We have thirty-one Accessories Managers in this organization of ours—only thirteen have sent in slogans for PEP'S ACCESSORIES BIN. There is a ten dollar prize up. Either you have forgotten about it or money is no object in your young lives.

Get Busy.

Mr. Branch Manager!

Your position commands prestige with the exhibitor. Often, your very presence puts the finishing touches to a transaction which has been hanging in the balance.

A word from you here and there can do wonders for the sale of accessories. Here is a shining example:

Mr. Elder recently sent a personal letter to a few of first-run accounts in Cincinnati who had never used gilt frames and insert cards. Together with Mr. Cohen, Accessories Manager, Mr. Elder doped out and signed a whale of a sales letter on these items.

EACH ONE OF THE EXHIBITORS REPLIED and said they would check up on locations and see how many they could get. Within a week three of them sent in orders for an average of 15 frames each.

In the above cases Mr. Elder's letter sold these items. Mr. Cohen worked right in with him and it got results immediately.

This is an appeal to you to back your Accessories Manager up.

"A Place for Everything, and Everything in Its Place"

Mr. Schuler, traveling representative of the Accessories Department suggests the above motto as a "confusion killer" in Accessories Departments.

One of the many little things that upset smooth working is carelessness in putting material away in bins. A second's thought and a moment's work at the right time may save more time, labor and money later.

What They Think of Quantity Price Schedule

"Created quite a furore among the key town exhibitors to whom I have spoken. We are expecting quite an increase in the distribution of accessories after May 1st."

I. W. FISCHER,
Accessories Mgr., Minneapolis

"A big incentive for all exhibitors. Am sure the plan will work out to your entire satisfaction. You may be sure that the combined efforts of the Chicago Exchange will be put behind it."

H. S. MANNING,
Chicago Exchange

The Motion Picture In Scandinavia

American Productions Hold Their Own and the Demand is for Highest Type of Photo-Play Art

By O. R. Geyer, Publicity Mgr.—Foreign Dept.

High grade American motion pictures are more popular today in the Scandinavian countries than ever before, in the opinion of Ingvald C. Oes, manager of our Scandinavian offices maintained at Copenhagen, who is in New York for a series of conferences with E. E. Shauer, director of our foreign department.

"Like your American motion picture patron the Scandinavian theatre goer has become a most discriminating person. When he finds a good picture is to be shown, he is certain to attend his favorite theatre. Those theatres exhibiting pictures of the highest calibre are certain of a good attendance. As a result some of the greatest successes we have had in recent months were "The Great Moment," "Forbidden Fruit" and "The Gilded Lily," which brought long lines of patrons to the leading theatres.

"Although some business lines are still feeling the effects of the trade depression, the Scandinavian public has not lost its interest in motion pictures. Many of the large theatres in Denmark, Sweden and Norway are doing a good business for these times, and the best American pictures continue to be the big drawing cards despite the opposition of cheaper productions imported from Germany and other sources. Theatre taxes are very high, especially in Denmark and Norway, the exhibitors in the latter country being compelled to divide approximately fifty per cent of their net profits with the government. This is in addition to other taxes, which run as high as thirty or forty per cent of the gross business. The Swedish taxation program is more liberal.

"There has been little or no theatre building in the last year because of the great difficulty in obtaining licenses from the governments. In Denmark especially theatre licenses are almost impossible to obtain, and this has served to hamper the building of a number of fine new houses needed to cater to the theatre going public. Several large building projects have been under consideration but the lack of licenses has put a damper upon these propositions. No one seems to know how long this attitude will be maintained by the government.

"Germany is shipping large numbers of films into Finland and the Scandinavian countries, and is aggressively promoting its export business in films throughout Europe. American pictures of the highest grade have not suffered much from this competition and will continue their leadership in Sweden, Norway and Denmark."

During his stay of several weeks at the home office Mr. Oes will discuss releasing plans for Paramount Pictures in the Scandinavian territory with Mr. Shauer. It is expected that enlarged distributing facilities will have to be provided for in order to keep pace with the growth of Paramount's business in Northern Europe.

Mr. Oes also states that he keeps in touch with us all through PEP.

MR. PEP SAYS:

It is never too late to mend, but don't put it off till you forget how.

Our Friend Mickey



Miss Wheeler

Perhaps we better identify her as Miss Wheeler, of our Des Moines Contract Department.

She has a million dollar smile and came all the way from Portland, Oregon, to take charge of the contract department at the Des Moines office.

St. John, N. B., Bits

We welcome Mr. Long back to our midst after having been transferred to Toronto for a short time. It is surely a great incentive to see "Tubby's" smiling countenance each morning and again enjoy his musical compositions.

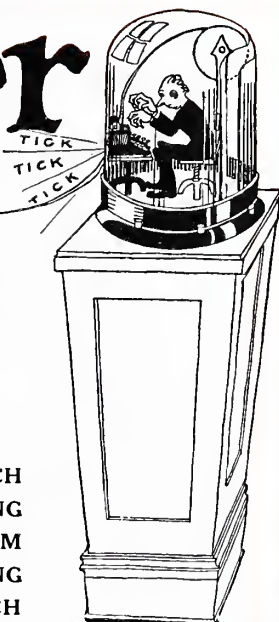
We wish to thank Mr. and Mrs. Margetts for their able assistance in "putting over" our get together on the 18th in honor of Mr. Bach. The staff certainly appreciates the co-operation extended by Mr. Margetts and his charming wife.

Mr. Whelpley has just made a clean-up of the territory in celebration of which he appeared at the office Monday morning all "decked up" from head to foot in new Easter togs. He certainly looks very snappy and is a serious contender of Eddie Zorn of the Toronto office.

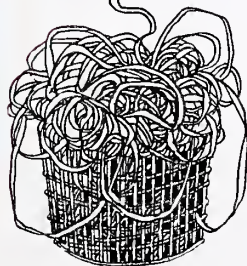
Mr. Margetts is wearing an unusually broad smile these days. Due to his untiring efforts St. John went over the top and captured first prize in the March Drive. Mr. Margetts certainly deserved to win as he was working night and day to bring St. John out on top.

Sh!!!!!!! Dame rumor has it that our Revisor, Miss Garnett, is going to take the fatal plunge this Fall. We wish to congratulate Miss Garnett on her selection and we wish every happiness which we know will be hers. It is also reported that Miss Cohen is about to follow in her footsteps, however, we are unable to get either a confirmation or denial from this young lady.

Pep's Ticker



WELCOME, DISTRICT AND BRANCH
MANAGERS . . . O . . . P . . . IT'S GOING
TO BE A LIVELY SESSION . . . L . . . M
. . . BUXBAUM'S DISTRICT GOING STRONG
ON KENT KLEANUP KUARTER . . . WATCH
THE WIND-UP . . . $\frac{3}{4}\frac{3}{4}\frac{3}{4}$ PEP'S STOCK
SOARING HIGH . . . BUY YOUR SHARES
IN THE FORM OF STORIES . . . P O . . .
MARY DILLON, OF TORONTO, DROPS IN
THE H. O. FOR A VISIT . . . @@ EUGENE
ADOLPH ZUKOR'S PUGILISTIC HONORS
HANGING IN THE BALLANCE . . . PP.P JACKIE BUXBAUM
IS AFTER IT . . . SALESMAN BUTLER TRANSFERRED FROM
ALBANY TO OMAHA . . . P . . . P LACEY JOHNSON, OF REAL
ESTATE DEPT., WAS IN COLUMBUS LAST WEEK LOOKING
OVER NEW EXCHANGE SITE . . . A . . . K . . . BIG GOLF
TOURNAMENT PLANNED FOR PARAMOUNT CLUB . . . TO
BE HELD AT THE ZUKOR ESTATE . . . TELL YOU ALL ABOUT
IT LATER . . . L . . . K . GEO WEEKS' FIGHTING DIVISION
IS STEPPING OUT THESE DAYS . . . HAVE YOU NOTICED
THEIR INSIGNIA . . . PP . THEY CREATED A FURORE AT
THE CONVENTION TODAY . . . L . . . KK CLAUD SAUNDERS
IS GETTING THIN . . . REFUSES TO GIVE SECRET FORMULA
. . . UNTIL HE CAN DROWN THROUGH A STRAW . . . P
F. V. C. IS KNOCKING A WICKED GOLF BALL THESE DAYS.



You Can Talk Yourself IN and—

Our Friend Bert



Ladies and Gentlemen: Behold a likeness of Bert Reisman, Milwaukee Salesman, sketched by "Bob" Gary, Milwaukee Exploiteer.

To cite Bert's Past Performances: he enlisted one week after war was declared and spent two years in Cuba, Hayti, Porto Rico and the Virgin Islands.

After the war he became connected with The General Motor Company, and spent two years on the west coast.

About a year ago he made an application for a position with Paramount. After covering several territories for the Des Moines Exchange, he was assigned to the Milwaukee office, where he has made a record for himself.

Bert says, "There is only one thing I like better than to send in one contract a day, and that is to send in TWO."

Bert is a thinker and a doer. He is a chip off the old block. (He is a brother of Phil Reisman.)



Des Moines Radiograms

Hazel Douglas—Correspondent

Mr. F. F. Creswell was here last week and installed the new sales system.

Mr. F. S. Fountain came to see us also.

Salesmen T. M. Eckhart and E. A. Mendenhall have purchased Ford Coupes to haul back the contracts from their respective zones.

Along Comes Barbara



Barbara Gazaway

Barbara Gazaway, of the Boston Exchange, has been with our organization for a period of four years in the capacities of file clerk, relief telephone operator and other duties.

She simply radiates "pep" wherever she goes and is all for Paramount.

Toronto Tantrums

By Bam

Girls' Bowling Match—The date is set! The girls are heaving the balls daily in arduous practice! Excitement prevails—for next Wednesday night the Girls' Bowling Team of the Paramount Progress Club, is to meet the feminine team of the Famous Players-Canadian Theatre Corporation for the Toronto Film de la Femme championship. So if you hear shouts and screams via radio, do not think there's a panic. We hope to say in the next issue "We won."

Rosecan Traveling Ontario—Ed (alias "Oilcan") Rosecan breezed in from Winnipeg and points west and is now in the process of collecting signed contracts in Eastern Ontario. Understand, he's only to be here for a short time. Why do they treat us thus?

Hatfield Brings Fish and Hosiery—L. D. Hatfield, Special Sales Representative, spent the Easter holidays at his home in Yarmouth, Nova Scotia. L. D. made a hit with the girls by bringing them some fancy hosiery. Incidentally he went fishing but all he could catch were a couple of whales—at any rate it was a whale of a story.

Auditor is Salesman—W. J. O'Neill, General Accountant for Canada, spent his Easter in Elmira, Ont., but didn't entirely rest. He took occasion to sell Paramount Pictures to the exhibitor there.

Mary Dillon in N. Y.—We all missed Mary Dillon, who spent ten days of her 1921 vacation in the big city.

Weeks Disappoints—It isn't often that Geo. Weeks disappoints in anything but he certainly did last week when the whole Toronto crew were wearing long faces because the big chief didn't arrive as per schedule.

Bach on Another Trip—General Canadian Manager Bach just recently back from far off Calgary, is now in St. John, N. B., spending a week between that office and Montreal.

Agnes "Mae Murray" is wearing the very latest in coiffures, the same having been artfully designed for her by Leah Peterson.

Frolic and Dance

The latest news from the Minneapolis Exchange in the form of an advertisement, is a warning to get ready for the gala event of the season, the first annual frolic and dance, given by the Paramount Pep Club at that exchange.

This lively affair will be held in the gold room of the Radisson Hotel, Minneapolis, Saturday evening, May 6th.

Here's hoping it's a huge success.

You Can Talk Yourself Out—Be Careful

Detroit News

John D. Howard—Correspondent

This Exchange mourns the death of one of its former mates, Miss Edna Faulman who was associated with the Detroit Exchange for four years in the capacity of Feature Booker. Miss Faulman left the company some months ago on account of ill health, and her loss is greatly felt by the members of the Exchange and the many friends she had among the exhibitors in the territory.

Abe Goldener, Salesman of this Exchange, recently had a puncture while on the road and Brother Planck, also a sale go-getter, told him that he should occasionally change the air in his tires, and then punctures would not occur so often. Inasmuch as Abe had never changed the air in the tires of his automobile, he took Brother Planck's suggestion to heart and let the air out of all of his tires, before he had another puncture.

A Female Sheik



Dorothy Drake

This is Miss Dorothy Drake, of the Cleveland Exchange, in a unique costume.

Miss Drake is the telephone operator at that office and has quite a "rep" as the girl that possesses the voice with a smile.

Party at St. John

By R. M. Carson—Correspondent

On Tuesday, April 18th, the Paramount Progressive Club held another most successful social evening in their rooms, 8 Mill Street. This affair was especially interesting owing to the fact that our Canadian General Manager, Mr. W. A. Bach, who is also Honorary Second Vice President of the Club, was guest of honor.

The first event of the evening was a screening of the Betty Compson feature "THE LAW AND THE WOMAN" which was proclaimed by everyone as one of the finest subjects we have released in some time. After the screening, games were enjoyed by all, also dancing. Prizes were presented to the lucky ones in the guessing contest, after which refreshments were served.

Jolly Eight



Pittsburgh boasts of one of the liveliest feminine aggregations in the field.

This is evidenced by the fact that everyone of their club affairs to date have been most successful due to the efforts of these eight girls and many others in that lively exchange.

In the photo left to right they are: Misses Conly, Klee, Sloan, Klein, Butler, Goldman, White and Lefkovitz.

Salt Lake Geysers

M. C. Burles—Correspondent

Far be it from us to let the weather enshroud our "peppy" spirits for it is in the dull moments that we can best show this.

Frank Smith, former salesman in zone 1, has taken over our office in Butte, Montana, and we all assured Mr. Smith of our support in his undertaking.

We have a new member in our booking department in the form of one A. W. Smith, who from all appearances will make a very successful booker under the supervision of one F. J. Murphy.

The members of our ball team have been withholding their energies as far as baseball has been concerned until the weather clears, but as soon as it does you will hear some baseball news from the Salt Lake Exchange.

New Haven's Radio

H. Germaine—Correspondent

Among the honored guests at the Paramount Ball were two from our Exchange, namely the Misses D. Smith and C. Guile, Chief Accountant and Contract Clerk. Since their return we have heard nothing from them but exclamations about the wonderful time they had and what the rest of the office missed.

The Bonus Plan or Salesman's Compensation, has been installed at this Exchange, and the way the salesmen are going after their possibilities shows how the idea has enthused them. Here's wishing you the best o' luck, boys.



Marvelous Productions Start Big Program

August and September Releases on New Program Are Analyzed from a Sales Angle by
R. T. Kane, Asst. to Mr. Lasky

The selection of the forty productions on the new program covering six months ending with January, 1923, covers more diversified subjects than has ever before been attempted in rounding up material for Paramount programs.

In order that the men in the field may give an intelligent outline of these productions Mr. Kane has given to you through our columns the fine points that every salesman should transmit to his exhibitor.

Mr. Kane's outline on the productions for August and September is as follows:

In analyzing the month of August, we have in "The Dictator," starring Wallace Reid, a Richard Harding Davis story, one of a revolution in a South American Republic that only Davis himself can tell. The screen adaptation of this thriller furnishes all the possibilities for color, romance and drama.

In "If You Believe It, It's So," Tommy Meighan takes you back to the days of "The Miracle Man." This picture, powerful in theme, shows Meighan starting as a crook, then thru contact with the clean-minded people he rises to those heights of the real man. This powerful story of regeneration was written by Perley Poore Sheehan, who wrote that most successful story "The Whispering Chorus."

Each month will furnish a SURPRISE picture and the surprise for the month of August will be "The Bonded Woman" with Betty Compson, directed by Philip Rosen, who handled the megaphone for "Across the Continent." This is a picture that the exhibitor will regret not advertising well in advance. It is not only right, but it is our duty whenever possible to give the exhibitor any advance information on productions so as to enhance their value for him at the box office.

May McAvoy again has the opportunity to show caliber of her work that made her a star over night in "The Top of New York." This picture with its gripping story is typical of New York life and the kind that wrings your heart.

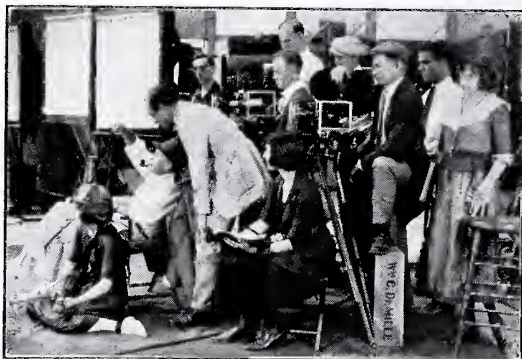
Then closing the month of August we have Lubitch's great production, "The Loves of Pharaoh," proclaimed by the critics as one of the greatest productions of all times and which enjoyed such a successful run at the Criterion in New York.

Now comes the month of September.

This month starts off with a bang with Gloria Swanson in "Her Gilded Cage." The first reports on this production indicate that success

(Continued on Page 14, 2d Col.)

It Takes More Than One



It takes a lot of people you never see to put one face on the screen. Here is William de Mille (seated at the left) and his staff required for a single close-up. At his shoulder is his assistant director, George Hippard. Three cameramen and their assistant, electrician, cutter, manuscript clerk and a musician make up the rest of the group.

Stanlaws Begins

Penrhyn Stanlaws began work April 17 on his production, "Pink Gods," from the book, "Pink Gods and Blue Demons," by Cynthia Stockley. The picture is an adaptation by J. D. Nash and Sonya Levien, and so far the only player officially announced is Anna Q. Nilsson. This is a South African story and Cynthia Stockley is noted as being thoroughly acquainted with the subject and locale.



Leaks from HOLLYWOOD

By Shirk

Robert Cain is back in Hollywood and will work in Paramount Pictures. He's a cracker-jack villain—on the screen.

Hundreds of extras and the big cast of principals in "Blood and Sand," Fred Niblo's production for us, have been working at the Lasky Ranch in Arena scenes. Rodolph Valentino makes a mighty handsome torcador—also he has two beautiful women in the cast—Lila Lee and Nita Naldi.

Betty Compson and the company making her new picture, "The Bonded Woman," are in San Francisco; returning they go to Balboa Beach for scenes. All last week there was Hawaiian music and Hula dancing on the set for this picture, directed by Philip E. Rosen—scenes in a waterfront dive in Honolulu.

Oxnard will be location of much of "Burn-ing Sands," the new George Melford production in which Wanda Hawley and Milton Sills are to be featured. Robert Cain, Louise Dres-ser and Winter Hall are also named in the cast.

Agnes Ayres plays three rôles, so to speak, in "Borderland," her new picture directed by Paul Powell. In one she is a modern wife, in another she is a wife of 1850, in the third rôle she is a wandering spirit. Casson Ferguson, Milton Sills and others in the cast.

Wallace Reid starts soon in "The Ghost Breaker," with Albert Green as director. This ought to be a corking story for the popular Paramount star.

Sam Wood has practically finished "Her Gilded Cage," and the star, Gloria Swanson, is en route for Europe for a vacation. She has two more big stories ready for her return.

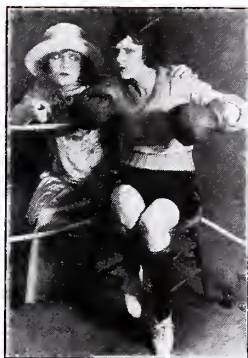
Jack Holt is at Balboa Beach for scenes in "The Man Unconquerable," directed by Joseph Henabery. They are going to take scenes diving for pearls and other harbor views.

Cecil B. De Mille is nearly ready to start "Manslaughter"—Thomas Meighan, Leatrice Joy, Lois Wilson and others in the big cast.

"Nice People," William de Mille believes, will be one of his most pleasing production for us. Wallace Reid, Bebe Daniels, Conrad Nagel, Julia Faye and others head a corking cast.

Penrhyn Stanlaws will begin "Pink Gods" shortly. Anna Q. Nilsson, Bebe Daniels, Adolphc Menjou, etc., are named in the cast.

Bring 'Em On



So says Mary McAvoy, female contender for the fistic title at the West Coast studio.

We'll say Miss McAvoy has picked a strenuous sport for her Spring training but she'll no doubt be a success with such an able second as Lois Wilson.

"To Have and To Hold" to Be Elaborate Production

The elaborate court of King James I, a reproduction of historic Jamestown in 1620, a fight between a pirate ship and a victim vessel, colorful properties and costumes galore these are promised for "To Have and To Hold," the famous romantic story which George Fitzmaurice is soon to make.

We are planning "To Have and To Hold" as a production of exceptional brilliance. Heading the cast are such noted players as Betty Compson, Bert Lytell, Theodore Roberts and Theodore Kosloff.

The story starts in 1615 in the great throne room of Hampton Court Palace. King James I is being entertained with a special performance by William Shakespeare and his players; also such equally historic personages as Ben Jonson and the Duke of Buckingham will be portrayed. Colorful costumes are a feature of this sequence, the gorgeous, hoop-skirted, beruffled gowns of Betty Compson being especially notable.

The adaptation by Ouida Bergere of Mary Johnston's story swerves to Jamestown, being reproduced in California; then to a desert island off Florida, then aboard a pirate vessel, all in a manner that promises to make "To Have and To Hold" remarkable for action as well as color and costumes. Bert Lytell will be called upon for a series of thrilling duels.

More Leaks

"The Siren Call" is under way, with Irvin Willat at the helm. It will be an Irvin Willat production and Dorothy Dalton is featured. Mitchell Lewis, David Powell and more big names in the cast.

George Fitzmaurice will have some great pirate stuff in "To Have and To Hold," his new production soon to be started with Betty Compson, Bert Lytell and others.

Why Go to France?



When you can enjoy such a neat reproduction of a French street scene erected at our West Coast studio.

This French scene was set up for Sam Wood, who is directing Gloria Swanson in "Her Gilded Cage."

William de Mille and Company Escape Mountain Landslide by Hair's Breadth

William de Mille and several members of his company narrowly escaped death recently while at work on "Nice People," the producer's current picture, according to word received from the West Coast.

While en route to a location high in the hills of Southern California, the producer and his party motored across a piece of mountain road that detached itself from the adjoining cliff and swept in a tremendous landslide into the valley below just after the party crossed it.

Fortunately for all concerned, the entire company had crossed in advance of the landslide. Luck also favored them in that there was another road available as an exit from their mountain perch.

In the party were William de Mille, Wallace Reid, Bebe Daniels, Conrad Nagel, Ethel Wales and members of the staff.

Q&A

B. Cory Kilvert, Famous "Kiddie" Artist, Now Making Art Titles for Us

B. Cory Kilvert, celebrated artist formerly with "Life," "Scribner's" and other national magazines; originator of the "Kilvert Kiddies" and immortalized by O. Henry in several of his stories, is now on the staff of our title department at the Lasky studio, where he will do special colored titles for motion pictures.

A personal friend of Penrhyn Stanlaws, also an artist of national reputation, Mr. Kilvert will probably do his first work in this new field on Mr. Stanlaws' production, "Pink Gods," soon to be made.

Marvelous Productions

(Continued from Page 12)

which really goes beyond your expectations—such clothes, such situations and such a cast. Never before has such splendor and value been crowded into one production as in "Her Gilded Cage."

William de Mille's production, "Nice People," the stage success that ran for two years in New York and still running successfully in the larger cities in the U. S., deals with the most prominent theme and topic of today—the flapper and her problems. Who is better fitted to typify the flapper than Bebe Daniels with Wallace Reid playing opposite her and Conrad Nagel and Julia Faye being part of the excellent cast? Can you imagine the possibilities alone with the topic of the story? You can see the value of the production with this splendid cast and direction, by the man who made "Mid Summer Madness." This production without the slightest doubt will prove one of the finest box office attractions we have had in a long while.

Then comes Rodolph Valentino—the greatest single box office attraction ever offered at any theatre, in "Blood and Sand." Not alone Valentino but Nita Naldi who played Passion in "Experience." As an indication of the calibre of acting offered by this pair, we will relate a little incident which took place at the studio recently.

When Valentino and Naldi were working before the camera, the entire personnel unconsciously drew around them and watched with awe the wonderful acting of this pair. Can you picture Valentino doing a Spanish dance with Nita Naldi, and Lila Lee playing the beautiful Spanish wife? This production was directed by Fred Niblo, the one and same man who directed "The Three Musketeers"—that alone should be enough for any exhibitor to know, that together with this marvelous story, under the guiding hand of this capable director and with Rodolph Valentino, Nita Naldi and Lila Lee, it will do a record-breaking business at his box-office.

Then comes "The Siren Call," starring Dorothy Dalton, whose stock has jumped 200 per cent. since her wonderful performances in "Moran of the Lady Letty," and "The Crimson Challenge." She is supported in this production by David Powell and Mitchell Lewis, who depict a marvelous conflict for the love of this woman through the entire production.

Now comes the surprise picture for September—"While Satan Sleeps," starring Jack Holt, is the name of it, and we want it to be as big a surprise to you as it was to us, so look at it the first opportunity you have.

Last but not least in the two months' releases of the greatest series of pictures in the history of motion pictures, is that master of stage-craft Cecil B. DeMille's "Manslaughter," the famous story by Alice Duer Miller, one of the biggest selling stories on the market today.

Not alone from these values does "Manslaughter" appeal, but it takes you back to the days of "Male and Female" and shows Tommy Meighan again under the DeMille banner, playing the Irish

(Continued on Next Page)

San Francisco for Scenes in Betty Compson's New Picture

Some of the scenes for "The Bonded Woman," Betty Compson's latest picture are to be made in San Francisco, under Philip E. Rosen's direction. Also there are some desert island effects that ought to be most effective. Th lovely star appears in a blond wig throughout the picture. Albert Shelby LeVino is adaptor of the late John Fleming Wilson's story. John Bowers and Richard Dix are both in important rôles.

Latest in Hair Dress



Rodolph Valentino, starring in "Blood and Sand," finds it necessary to allow Hattie, our hairdresser, at the West Coast studio to arrange the bull-fighter's "pig-tail" or "coleta," in order that his characterization in the part of the Toreador may be complete.

John Miltern to Have Important Rôle in Cecil B. De Mille's "Manslaughter"

John Miltern, well-known stage and screen character actor, will play an important rôle in Cecil B. De Mille's forthcoming screen adaptation of "Manslaughter."

Miltern will be remembered by Eastern theatre-goers for his stage work in several Belasco productions and by screen patrons for characterizations in several George Fitzmaurice pictures of which "On With the Dance" and "Experience" are perhaps the best known.

Thomas Meighan, Leatrice Joy and Lois Wilson are the other members of the all-star cast named by Mr. De Mille to date. Jeanie Macpherson has prepared the adaptation of Alice Duer Miller's novel.

Shine 'Em Up



Agnes Ayres and Rodolph Valentino decide to add to their lustre by dropping in for a shine at our West Coast studio shine parlor.

Do Fat Men Get Mail?



"Nobody loves a fat man!" repeats Walter Hiers as he compares his day's fan mail with that of Jack Mulhall. Don't be deceived, however, the comedian was just good natured enough to take two or three of the letters from the large stack that the postman brought him, just to carry out the idea of this photograph.

Walter is now playing the part of a theatrical manager in "The Gilded Cage," starring Gloria Swanson.

Jack Holt Will Go to Balboa Beach

One of the most beautiful and rugged bits of coast line in Southern California is known as Balboa Beach and there Joseph Henabery will take his company starring Jack Holt in "The Man Unconquerable" to make some of the pearl fishing and harbor scenes. Sylvia Breamer is leading woman in the picture which was written by Hamilton Smith and adapted by Julien Josephson, the talented screen writer recently added to the Paramount staff of scenario experts.

A Consultation



Penrhyn Stanlaws, left, holding a consultation with Betty Compson, who heads the cast with Tom Moore in "Over the Border."

Casson Ferguson, one of the cast, does the heavy looking on in this consultation.

Marvelous Productions

(Continued from preceding page)

District Attorney with Leatrice Joy as the beautiful Long Island society girl whom he sends to jail. Lois Wilson plays a prominent part in this production and with this all-star hand-picked cast, direction, story and general appeal, "Manslaughter" will be an epoch in the history of box-office attractions.

Mr. Kane in a later issue of PEP will outline October and November releases in much the same way as he has here.

It is Mr. Lasky's desire to keep the sales representatives in the field posted on new productions finished or in the making and if you knew the extent of his efforts in this behalf, you would devour every word that he has had Mr. Kane give you in these columns.

Is He a Prospect or a Sale?



The Pepville Gazette



Vol. 6. No. 43 MONDAY, MAY 1, 1922 Price: 1 Armenian Ruble

THE PEPPVILLE GAZETTE
PUBLISHED WEEKLY
Entered at the Postoffice through the Mail Slot

Editor's Office:
Walk In

WEATHER
Raining Dist. and Branch Mgrs.

Talking Shop

I took that pretty girl from the store home the other night and stole a kiss.
"What did she say?"
"Will that be all?"

A Limerick

There was a young bucko named
Claud
Who once took a voyage abroad
On the desert he told
Stories new—stories old;
And the sphinx just he-heed
and hee-hawd.
—A. Mike Vogel.

Tact

Boy: "I want a dime to give a lame man."
Mother: "You shall have it. And who is the lame man, dear?"
Boy: "Oh, he's the doorkeeper at the movies."

'Member This?

Thirsty days'hath September,
April, June and November;
All the rest are thirsty too.
Unless you make your own
Home Brew.

An Order

Patron: "Please bring me the sugar."
Waitress: "Plug or fine cut?"
Patron: "Just as you chews."

They Say

That the happiest days of a woman's life are the three years she spent at eighteen.

Last Minute News

OUR BLOCK RELEASES WILL BE KNOWN AS "ENCORE WEEKS" ...
IN THE FUTURE

BIG GOLF TOURNAMENT SOON AT ADOLPH ZUKOR'S ESTATE ...
STORY LATER

"MAN FROM HOME" IS A WONDERFUL PICTURE—KIRKWOOD AT
HIS BEST—SOME OF THE MOST PICTURESQUE SHOTS
YOU EVER SAW

"BONDED WOMAN" AND "WHILE SATAN SLEEPS" ARE TWO
SURPRISE PICTURES—SEE THEM

AMBROSE (The Boy Scenario Writer) Foiled Again



**absolute
100%
implicit
confidence
in
Paramount**

S. R. Kent

**PARAMOUNT
PEP**

Greatest Convention in Our History Closes

One Hundred Per Cent. Sold to the Last Man on New Policies and Record-Breaking Line-up of Master Productions

The banquet at the Hotel Commodore last Wednesday evening brought to a close the peppiest, most enthusiastic and crowning convention in the history of Famous Players-Lasky Corporation.

Starting Monday morning at 9:45, S. R. Kent called the gathering to order with a most inspiring talk on the chief reason of the meeting and the general outline of future policies.

From the opening moment it was evident on the face of every man in the large convention room on the ninth floor of the Home Office that they were there for business and with the intention of putting over the policies so keenly laid down by Mr. Kent. The very response with applause told without words what each and every man there would do on his return to his respective territory. And eloquence at a premium could not describe their enthusiasm at the close of this lively three-day session.

The chief point of discussion on Monday and occupying the better part of the day was the Salesman's Automatic Compensation Plan as originated by Messrs. Cresswell and Dugger, both of whom gave details of their success with this plan at Indianapolis and Cincinnati. Many vital points were brought up and freely discussed in such a manner that its importance reached a pitch which necessitated a special night session of the special committee on the plan named by Mr. Kent, the results of which will be given out at a later date.

Great stress was laid on the problem of Accessories Sales by Mr. Kent, in which he called attention to the fact of the size and importance of this department so capably handled by Mel Shauer. "A business if standing alone that you and I would be proud to possess," said Mr. Kent in speaking of its yearly returns and large amount of detail to give the live exhibitor proper ammunition to put over a product worthy of the best in accessories.

Tuesday morning A. M. Botsford, advertising manager, held interest at a maximum pitch with his material for the coming season on National, newspaper and accessories advertising. The details of these various plans mentioned above will be freely given out from time to time in the coming issues of PEP.

Adolph Zukor, after a wonderful ovation, told of his conference at the west coast with Mr. Lasky and Mr. Kent, where the huge and wonderful plan of distribution was hatched. Mr. Zukor in his impressive way told of what the department of distribution must live up to in the selling of the most wonderful productions scheduled for the coming season.

In the afternoon, Tuesday, Mr. Lasky took over the session and walked away with it to the tune of one million per cent over the top. Those who have been fortunate enough to hear Mr. Lasky on previous occasions said that his detailed description of coming productions was never so inspiring as it was on this memorable afternoon. At the close of his speech every last man was bubbling over with the Go-Get-'Em spirit and anxiety to impart his message to the exhibitor. We will cover Mr. Lasky's walloping message in another article soon.

Wednesday was taken up with details of selling the new product and opinions of the District and Branch Managers as to their views on it.

In the evening of the same day all gathered at the Hotel Commodore for the banquet which was a rousing success. After the various speeches a novel programme of riotous stunts were put over with a thousand pounds of laughter.

Although this marked the formal closing of the convention each division held special sessions Thursday all day with Divisions one, two and three under Messrs. Ballance, Weeks and Akers.

In our day we have seen enthusiasm, pep, loyalty, confidence and everything that backs up Paramount but we are telling you now that this three-day

(Continued on Page 11)

Two Cablegrams Received

At the height of the Convention, John Flinn, toast-master, read two cablegrams that were sent to Mr. E. E. Shauer from London and Australia.

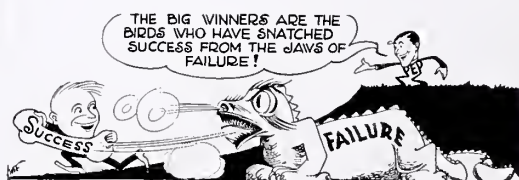
The first cablegram read was that received from John W. Hicks, Jr. It read:

"I deeply regret my inability to be with you at this convention. Though absent in person I am with you in spirit. My enthusiasm for Paramount and my regard for its wonderful officials are not measurable by words. You will make me extremely happy if you will extend my sincerest best wishes to Mr. Zukor, whose peerless leadership and marvelous genius have made Paramount the biggest thing in the world. Also I want to congratulate Mr. Lasky for giving us the greatest line-up of pictures in the world. To you, Mr. Kent, and all of my friends and associates in the organization I offer my deep assurances of highest esteem and very best wishes for the future. Tell Eugene Zukor's Buddy that my Buddy accepts his challenge and will post forfeits and sign articles in New York on or about June 15. Catchweights preferred. JOHN W. HICKS, JR."

The other cablegram received was from John Cecil Graham and read:

"My compliments to Mr. Zukor, our great president. My congratulations to Mr. Lasky, our great producer. My respects to all officials and all others of our great organization. Sorry I cannot be with you. Paramount now and Paramount forever. JOHN CECIL GRAHAM."

Both these cablegrams typify the spirit of the boys in the far-away lands and they were received with thunderous applause.



Keep Your Courage Up and Your Temper Down

Paramount Week Prize Committee Picked

On Tuesday of last week S. R. Kent announced the selection of the committee to determine the winners of prizes for Paramount week this coming season.

Those selected were: C. C. Wallace, Branch Manager at Chicago; R. J. McMannus, Branch Manager at St. Louis; L. F. Britton, Branch Manager at Portland, Maine; J. B. Dugger, Branch Manager at Detroit, and P. A. Bloch, Branch Manager at Philadelphia.

G. B. J. Frawley of the Home Office will act in an advisory capacity.

Mr. Kent pointed out that he desired to have the branch managers to settle it this year and stated that the prizes would be the same as last year.

Many new forms of determination for the winners have been installed by the committee and the details will be given shortly.

Our Friend Jerry



Jerry Beatty

Jerry needs no introduction to the men in the field as far as his name goes.

Formerly director of advertising and publicity he has been at the West Coast doing special work for the department of distribution and returned last week to go into conference with S. R. Kent.

Jerry brought a surprise back with him—we'll tell you all about it in our next issue.

Here's No-Good City

Thomas Meighan is not much on poetry, but here's one that he has pasted in his dressing room. He says it is the opposite of his own ideals:

Have you heard of the town of "No-Good?"

On the banks of the "River Slow,"

Where the "Sometime-or-Other" scents the air,

And the soft "Go-Easys" grow;

It lies in the valley of "What's the Use?"

In the province of "Let 'er Slide,"

It's the home of the reckless "I Don't Care,"

Where the weak "Give-Ups" abide.

The town is as old as the human race,

And it grows with the flight of years.

It is wrapped in the fog of the idler's dreams,

Its streets are paved with discarded schemes,

And sprinkled with useless tears.

—Anonymous.

Looking at the Boss



The above photo shows John C. Graham (sitting), showing the autographed photo of E. E. Shauer, director of our Foreign Department, to Ingvald C. Oes, (in back of Mr. Graham) and John S. Martin (right).

The autographed photo of Mr. Shauer had just arrived, coinciding with Mr. Oes's visit to the London office, while on his way to the states for a conference with Mr. E. E. Shauer.

Mr. Graham is managing director of the Famous Players Film Company, Ltd., and Famous Lasky Film Service, Ltd.

John S. Martin is Assistant to Mr. Graham.

Ingvald C. Oes is our Scandinavian manager who maintains headquarters at Copenhagen, Denmark.

One Better

In the recent issue of PEP we published a telegram sent by the Governor of Michigan, stating that all banks would be closed Monday, September 4th, with the start of Paramount Week.

Now we receive a telegram from Max Doo-little, Exploiteer at Minneapolis, which reads: Dear Editor,

NOTE WITH INTEREST HOWARD'S ACCOMPLISHMENTS WITH MICHIGAN GOVERNOR — JUST RETURNED FROM AEROPLANE TRIP FROM WASHINGTON WHERE I HAD A TALK WITH PRESIDENT HARDING AND HE TOLD ME THAT HE WOULD CLOSE ALL THE BANKS IN THE UNITED STATES IN HONOR OF PARAMOUNT WEEK MONDAY SEPTEMBER FOURTH.

We are quite sure the banks will close on this day and you might tell your friends that they will close on Monday, the beginning of the National Paramount Week. They tell us it is Labor Day.

PARAMOUNT PEP

"BUT ABOVE ALL THINGS,
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees
of the
FAMOUS PLAYERS-LASKY CORPORATION
Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 6 May 8, 1922 No. 44

Why We Are Famous

Would that every single solitary member of the Famous Players-Lasky family could have had the pleasure of hearing the marvelous talk given by Mr. Kent at the greatest convention this organization has ever remembered.

Never before have such accomplishments found register in such a short period of time and with the vast amount of problems as they did in the three days of this convention.

It was told why Famous Players-Lasky Corporation was the biggest, best and most wonderful institution of its kind in the world.

It was not alone the dollars and cents back of our institution—it was not alone the physical labor on the part of the individual for the weekly pay envelope—it was something bigger and more wonderful than eloquence can conceive—it was the FAITH and all that goes with it that has made this corporation what it is today.

This faith, while not only demonstrated by past performances during times that looked anything but bright, was plainly read on the faces of everyone attending the convention thruout.

The success of anyone in the world regardless of his task, is the 100% implicit confidence that he has in his undertaking, and unless you believe in yourself—the policies you are supposed to follow and the faith you must maintain it would all go for naught.

That is why Famous is famous today, simply because we believe and believe with all our heart and soul, the ideals of Paramount and as said before, if you could have heard the punch in talks of this kind to the boys, you would then see why it would be folly to try and reproduce in cold print the trend of the speech that raised a lump in every last man's throat who had the good fortune of hearing it.

Not only is it the faith that we have in the ideals of the corporation, but it is the supreme faith that the leaders of our organization maintain in you who are on the firing line.

Messrs. Zukor, Lasky, Kent and Shauer have not only informed us, but have demonstrated to us their willingness to maintain their position on the firing line thruout the entire engagement and with this wonderful faith working both ways, is it any wonder that our success is safe from a tumble?

Faith—that's the word.

Men We Know



We have discovered a new nick-name for Lacey Johnson.

We call him "in-again out-again" Johnson.

Lacey don't dare make a date for lunch for fear he will have to catch a train for Washington, Columbus, Ohio, Boston or any other part of the states for the interest of our Real Estate Department under Ted Young.

Lacey plays a mean game of tennis and he and his boss Ted Young are lively and frequent opponents in lobbing the ball over the net.

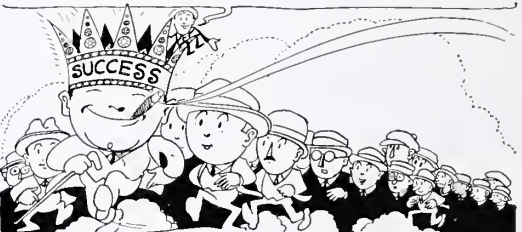
Young stands a few games in but Lacey says this won't last long.

We'll wait and see.

THE CROWNS OF LEADERSHIP ARE FEW—



THE FOLLOWERS MOVE IN THROGS—



IF YOU WOULD BE A LEADER YOU MUST SHUN THE DRIFT-A LONGS—



The Art of Pleasing is the Art of Rising

Banquet A Knock-Out

Most Enthusiastic Close of Convention in Form of a Banquet on Record

Over one hundred enthusiastic men gathered around the huge table in the west ball room of the Hotel Commodore last Wednesday night and congratulated themselves afterward that they had the opportunity of sitting in a gathering that will go down in history as the most enthusiastic and pleasing banquet we have ever held.

Again John Flinn held the toast-master's hammer and proved himself beyond the shadow of a doubt a wonderful toast-master.

The entertainment was superb and as tough as the audience was, they had more than their share of laughter.

It started off with Al Thorn bringing in a doll, sitting it in a high chair with a sign on it,—Eugene Adolph Zukor.

Claud Saunders gave a very humorous talk on posters. Following this, Charles Kenmore Ulrich of our Advertising Department, gave an interpretation of Obregon.

Little did anyone know that we had a writer, elocutionist and a real actor in our midst, until Mel Shauer took the floor and recited his version of "To Ballance—To Akers—To Weeks," which is reproduced on another page in this issue.

Next came the quintette composed of Walt. Lindlar, Mel Shauer, C. E. McCarthy, Ed. Fontaine and ye editor. This was a burlesque on the salesmen's automatic compensation plan and was most cleverly written by Walt. Lindlar, who has more than once demonstrated his ability with the pen. It was unique, original and hilariously funny.

After John Flinn had requested all new members to rise and tell their full name and where they came from, the speakers of the evening were called upon. Every speech was received with one hundred per cent. applause, especially that of Mr. Zukor, Mr. Lasky, and Mr. Kent.

The reading of the telegram received by Mr. Lasky from the west coast, was a revelation to everybody, and we have hopes of reproducing this telegram in PEP in the near future.

The speakers of the evening were Messrs. Adolph Zukor, Jesse Lasky, S. R. Kent, E. J. Ludvigh and R. W. Saunders.

Cablegrams were received by E. E. Shauer from John W. Hicks, Jr., our General Manager in Australia, and John Cecil Graham, our Managing Director in London. These cablegrams will be reproduced in another column in this issue.

All in all it was a picturesque and marvelous affair, with the huge table of over one hundred enthusiastic listeners, each wearing a novel paper hat.

George Weeks and his Division Two were there as usual with bells on, each wearing their attractive division insignia and their ribbon badge. Mr. Weeks had fifteen or eighteen attractive posters typifying the fighting spirit in his division. These posters were not up very long before several bell-hops came in with pieces of black muslin representing crepes and hung them on each poster—a few minutes later the bell-hops (they were beginning to make money now) tore down the crepes and put beautiful pink carnations on the posters.

Great credit goes to F. V. Chamberlin for the unique arrangement of the affair and John Flinn, toast-master, and his committee on entertainment consisting of A. M. Botsford, C. E. McCarthy, Mel Shauer, Claud Saunders, Walt. Lindlar, Al. Thorn, and Charles Ulrich.

This is a Story of Passing the Buck to Ballance to Akers to Weeks

By Mel Shauer

MINNEAPOLIS VERSION

Manager Strief had a whole lot of grief,
Ike Rubin would not let him sleep.
He thot he'd write Kent, so a letter he sent
And said: "Let HIM read it and weep."
But Strief was all wet, for the chief didn't fret
And no worried flush lit his cheeks,
He'd no work or delay—used his pet double
play—
"Ballance to Akers to Weeks."

KANSAS CITY VERSION

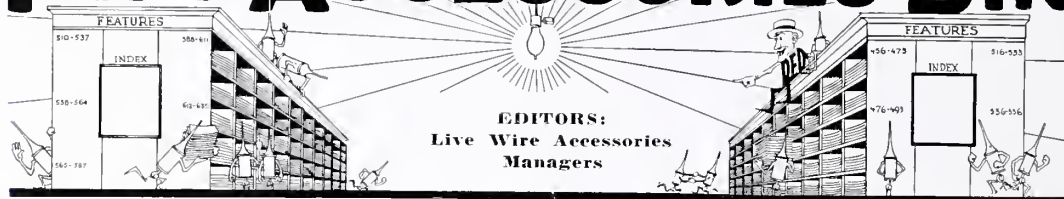
Mr. LiBeau thot his bookings were slow—
Imperiling business for May,
So he sat down and wrote Mr. Kent a nice note
Explaining this grievance away—
The boss was away on the road for a clip
But his "sten" knows the language he speaks,
So she wrote out a slip, sent that note on its trip,
"Ballance to Akers to Weeks."

GENERAL VERSION

And these are but two—I know more, so do
you!
Letters and wires and worse,
Yet, out of the thousands there's only a few
That miss going this "long traverse."
From Harry to Jerry to George, the old dears,
From George to the file, full of streaks—
But let's give three cheers for these three
musketeers,
Ballance and Akers and Weeks!

HAVE YOU THAT FAITH?

PEP'S ACCESSORIES BIN



(Send in the best accessories slogan for this space, and win ten dollars)

First Hand Stuff

REA'S REASONS

Mr. Samuel Cohen,
Accessories Mgr.,
Famous Players-Lasky Corp.,
Cincinnati, Ohio.

April 15, 1922.

DEAR MR. COHEN,

I take the liberty of thanking you for the endless supply of FRESH, CLEAN Posters and Accessories, which you have been sending me on my PARAMOUNT pictures.

The accessories on "Forever" and "Husband's Trademark" are a Delight FOREVER. All so brand new and clean.

Mr. Cohen, you doubtless know that an exhibitor can sell an old picture with new accessories like you furnish, but in this day of picture shopping, he cannot sell a brand new picture with old, soiled, used or worn out accessories. It is not being done this season and I pity the exhibitor who tries second-hand accessories even on PARAMOUNT PICTURES.

Some one asked me why I used so much of Paramount accessories—BECAUSE, they make me money.

You may play a big production directly after City run. That does you good. You may holler, "WOLF coming," on your screen and in the papers. That does you good. But after all of this the GOOD is all lost unless you holler, "Wolf," in your lobby, because they shop these days and if they don't like your lobby and posters and accessories they are sure going to PASS right on by.

The "Affairs of Anatol" holds my house record and I have largely to thank the accessories for this big business.

Thanking you for all the nice things you have done for me and with best personal regards, I am,

Yours very truly,

G. A. REA,
Forum, Manager.

BOYS—THEY'RE BACKING YOU UP

CONVENTION SEES GREAT LINE-UP OF ACCESSORIES ON FALL PRODUCTIONS. EVERY DISTRICT AND BRANCH MANAGER PRESENT PLEDGED GREATER ACCESSORIES SALES THAN EVER BEFORE.

PEP'S ACCESSORIES BIN

CONTINUED

Sales I Have Made

New Haven is putting on a Drive for the sale of gilt frames.

"The Week of the 29th, we sold 68 insert cards, but a month from now we are going to make that figure look sick.

"Incidentally, we also sold 12,500 heralds last week."

V. JOHNSON,
New Haven Accessories Manager.

"The Quantity Price Schedule is already showing itself in the interest exhibitors take in it. We have one account whose average number of block one sheets was 100. We now have an order for 200 block one sheets and 200 window cards on THE MISTRESS OF THE WORLD." Another account increased their quota of one sheets from 15 to 20 when they found out that by so doing they could buy five more one sheets for \$.37.

I. W. FISCHER,
Minneapolis Accessories Manager.

"Standing order of 10,000 heralds on BEYOND THE ROCKS just arrived. It took me about ten minutes to sell them. They are wonderful."

R. DAVIS,
Pittsburgh Accessories Manager.

"Yesterday and today we sent in orders to the Morgan Lithograph Co. for 350 window cards on two different productions."

I. W. FISCHER,
Minneapolis Accessories Manager.

"I sold the Greater Theatre Co., 65 six-sheets, 61 three-sheets and 60 one-sheets on "BRIDE'S PLAY."

H. C. EAGLES,
Accessories Manager, Seattle.

"We wish to call your attention to twenty-seven thousand heralds sold at the reduced price of \$1.00 per thousand."

F. T. MATTIS,
Detroit Accessories Manager.

"For the week ending 4/22 we sold 43,050 heralds and 1,460 window cards.

"Since Jan. 1st, 1922, we have sold on the average of two gilt frames each day."

F. L. COLLINS,
Kansas City Accessories Manager.

"Week ending 4/22 our net accessories sales were \$2276.70. Among other things we sold 3200 one sheets, 969 three sheets, 361 six sheets, 109 twenty-four sheets, 273 22x28s, 515 11x14s, 605 slides and 231 insert cards.

(Continued in next Column)

"In the last 10 weeks we have sold 63 gilt frames."

J. H. ELDER,
Accessories Manager, Dallas
True to your prediction, Elder, some smoke!

"On April 5th we started a drive to sell star 22x28s. Up to the 24th we had disposed of 90."

F. L. COLLINS,
Accessories Manager.
A. H. COLE,
Office Manager, Kansas City.
Are you neglecting the sale of star items at your Exchange?

"Our account at La Crosse, Wis., recently booked "Beyond The Rocks". He generally uses 10 24-sheets on Super-Productions. The Quantity Price reduction enabled me to sell him 20 24-sheets on this production, which is a large amount for the town of La Crosse."

I. W. FISCHER,
Minneapolis Accessories Manager.
Sic'em Irv.! This is harmless "double La Crossing."

"For the week ending April 22, we sold 109 24-sheets and 84,250 heralds."

J. A. CLARK,
San Francisco Accessories Manager
Some exhibitors are lucky fellows!

Some Letter

Famous Players-Lasky Corp.,
Kansas City, Missouri.
Attention: Mr. F. L. Collins.
Gentlemen:

Just a word to congratulate Paramount on the valuable accessories now being put out by your department.

On every release I use I have been taking advantage of all the new material available and if the exhibitors all over the country are not also taking advantage of the box-office pulling power of these accessories they are passing up a big bet.

During these days of straining times, it is more necessary than ever that an exhibitor use the best advertising material possible, and I cannot recommend too highly the material you furnish with the exploitation of all releases.

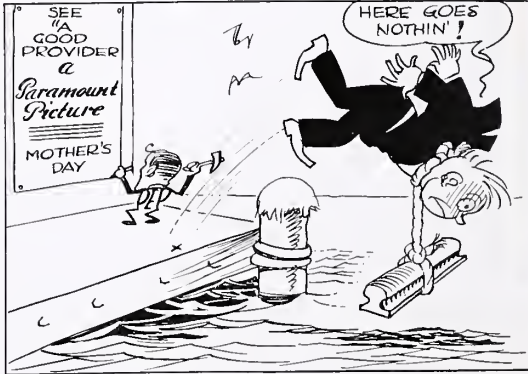
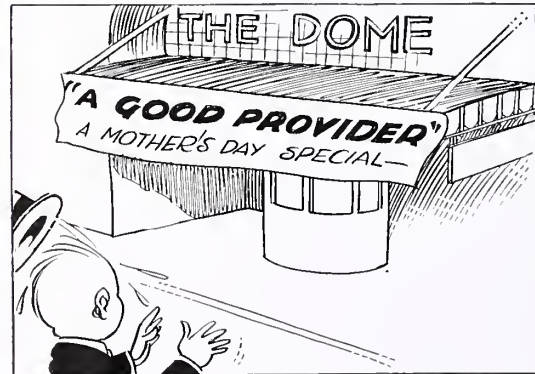
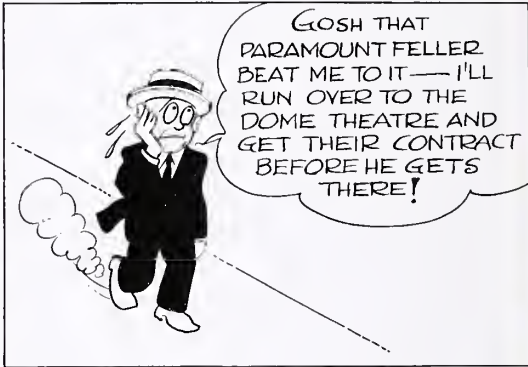
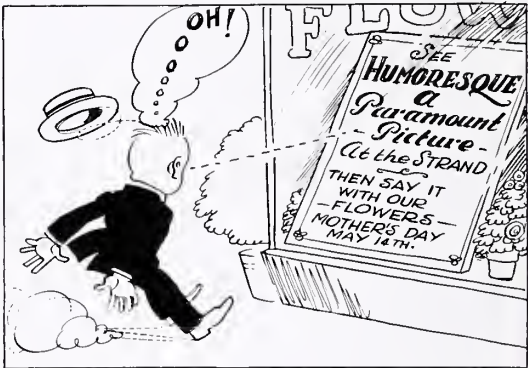
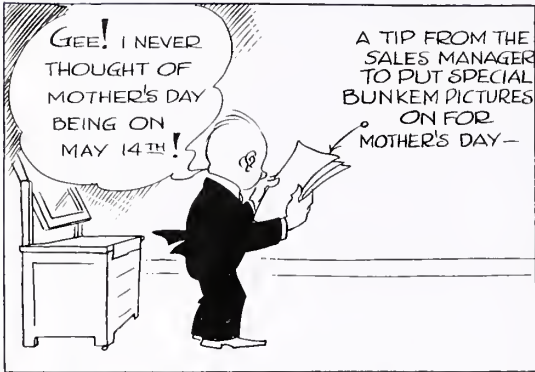
Yours sincerely,
STANLEY N. CHAMBERS,
The Palace Theatre,
Wichita, Kansas.

Welcome, Gilday

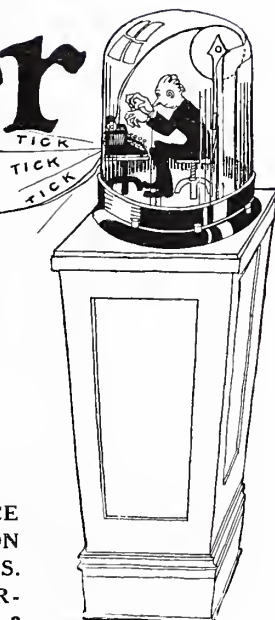
Mr. J. B. Gilday is now Accessories Manager at Kansas City, having taken the place of Mr. F. L. Collins, who is now Accessories Manager at St. Louis. Mr. Gilday was formerly a salesman in the Kansas City Exchange.

We welcome you in the Accessories Department, Mr. Gilday, and wish you and Mr. Collins the best of luck.

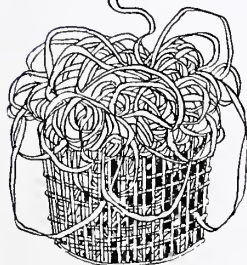
ONE FOR MOTHER'S DAY



Pep's Ticker



ENTHUSIASM, PEP AND CONFIDENCE WAY ABOVE PAR AFTER CONVENTION CLOSES AT HOME OFFICE . . . MESSRS. ZUKOR, LASKY AND KENT GAVE MARVELOUS INSPIRING TALKS . . . H . . . 2 . . . O . . . SALESMAN'S AUTOMATIC COMPENSATION PLAN AFFORDS WONDERFUL OPPORTUNITIES FOR THE LIVE-WIRE SALESMAN . . . LASKY SAYS EVERY PICTURE ON NEW PROGRAM IS A SURPRISE PICTURE . . . O . . . O . . . O . . . OO . . . AFTER HEARING HIS DESCRIPTION OF EACH WE AGREE WITH HIM . . . EDDIE FONTAINE BECOMES MANAGER OF CLEVELAND EXCHANGE . . . P. A. BLOCH TRANSFERRED FROM CLEVELAND AND TAKES OVER REINS OF PHILADELPHIA OFFICE . . . JOHN CLARK COMES TO THE HOME OFFICE . . . X . . . Y . . . Z . . . TED YOUNG, OF REAL ESTATE DEPT., AND HAWTHORNE, OF LEGAL DEPT., ON TRIP THRU MIDDLE WEST REGARDING NEW EXCHANGES . . . S. R. KENT TO MAKE TOUR OF EVERY OFFICE IN THE STATES STARTING LATTER PART OF THIS MONTH . . . CONTRARY TO REPORTS, H. E. ELDER IS STILL DISTRICT MGR. AT CINCINNATI . . . ADOLPH ZUKOR THINKS J. B. DUGGER LOOKS LIKE WALTER HIERS . . . McMANNUS SAW THE BROOKLYN BRIDGE FOR THE FIRST TIME—SAYS IT'S NO ACCOMPLISHMENT TO JUMP OFF OF IT BUT IT IS TO GO OVER IT . . . H . . . X . . . Y . . . Z . . . HAROLD PITMAN IN MEXICO CITY ON BUSINESS FOR FOREIGN DEPT. . . . PLENTY OF NEWS NEXT WEEK—S'LONG—PEP.



The Best Day for Doing Your Best Is—

FORE! FORE! FORE!

The Golf Tournament is Coming and It's Going to Be a Peach

Adolph Zukor has sanctioned a golf tournament to be played at his estate on Saturday, May 20, morning and afternoon.

Eugene J. Zukor, chairman, and Oscar A. Morgan, vice-chairman, compose the golf committee, and they are working especially hard to make it the success that is evident.

Mr. Morgan states that the tournament will be held both in the morning and in the afternoon and that no players can start the course unless they are there on the links at 11 o'clock or before.

Several prizes will be given.

Wm. H. English, one of our directors, has come to the front and expressed his desire to donate some of the prizes and from the way entries are coming in, it's going to be a lively battle.

The tournament is for members of the Famous Players-Lasky Corporation only and takes in anybody from our entire organization who can conveniently be at the links that day. It will be a scratch and handicap tournament and everybody has a chance to win something.

Four definite winners will be announced because these four will play the winners of the Film Daily tournament held on June 3. The winners will be picked as follows:

First, the man who turns in the lowest gross score on either round during the day; second, the runner-up with the second lowest gross score for both rounds; third, the man who turns in the worst gross score on the whole day, and fourth the man turning in the lowest net score on afternoon round only. The latter winner will be known as the Famous Players-Lasky champion.

The handicaps will be made by Mr. Walsh, a professional golf player connected with Abercrombie and Fitch, New York. Mr. Morgan states that the reason for this selection is due to the fact that Mr. Walsh is an outsider and knows none of the contestants. He will act as judge also.

As stated before, the tournament is open to any employee of the corporation.

Spectators will be allowed but no arrangements whatsoever will be made for their accommodation and meals. If they go they must bring their lunch.

Entries are pouring in every day and more golfers have come out of their holes than have been realized and many have just taken up the art of golfing since the announcement of the tournament.

New Faces in Salt Lake

In the last week a few changes were made in the personnel of the Salt Lake City Exchange.

Salesman Grainger was transferred to the Denver Exchange, his place being filled at that exchange by L. E. Tillman.

The new employees who have joined the ranks there are Mr. A. W. Smith, who takes Mr. Frank Smith's place in the Booking Department.

Miss Gertrude Price and Miss Madge Mitchell have taken up their duties in the Accessories Department.

Mr. Frank Smith, although not in the Salt Lake office, is still in the vicinity and in charge of the Butte Exchange.

Pittsburgh Paragraphs

By Bill Robson

Ben Wachnansy has received an appointment already. He recently came from New York Exchange as Chief Accountant and now he is Office Manager. Look out for Bennie. He has a motto on the light shade on his desk "Get the Dough!"

On the other desks he has mottoes reading: "If you turn out the lights at home—turn them out here. Learn to save."

Eddie Fontaine has gone to Cleveland as Branch Manager. The last time he did a "Sarah Bernhardt" he drew a silver set for his son; but this time he went so quietly nothing happened.

Art Young, our travelling auditor, is still travelling between the Elks club and the office.

One alligator died but the rest are doing well, thank you.

Mr. Hughes has installed a buzzer system; and there is quite a little buzzing around going on as a result.

"Bob Casket," whose face smiled out from PEP last week, states that his name is "Caskey" and not "Casket" and that there is nothing dead about him.

There are still a few more girls in the office who haven't bobbed their hair yet; but returns are not all in yet.

Watch "Kid" Allison. He's got a cap and is poking out. Getting younger every day and last heard of inquiring the price of "Gas." With gas, pep and a fliv, he says he'll make towns that are not even on the map.

MR. PEP SAYS:

Pride goeth before a fall, and even then it doesn't always take a tumble to itself.

The Day that Comes Seven Times a Week

SALESMEN—You Should Know This

Our Publicity Dept. Fan Bureau Kept Busy to Satisfy the Picture Shoppers and Readers of Fan Magazines

There's a dashing young fellow named Reid,
Foreordained to be rhymed up with speid,
He is frequently seen
In a racing macheen—
And he always comes out in the leid.

Which is just a bit of nonsense verse from the May issue of "Film Fun," now on the news-stands. This is just a tiny drop of the lubrication that helps sell Paramount pictures, but such drops, dripping persistently, go to make up the stream of publicity that flow from the department so ably captained by Charles E. McCarthy.

"Film Fun" is only one of the dozen publications catering to the fans who are the ultimate and active consumers of the commodity we sell—screen entertainment. They are all helping to create a demand for Paramount pictures.

Few of us realize how much these fan magazines pave the way for our salesmen by creating a demand for our pictures. Take this one issue of "Film Fun," for instance. It mentions specifically these Paramount pictures: "Beyond the Rocks," "The Bachelor Daddy," "The Green Temptation," "Is Matrimony a Failure," "Burning Sands," "The Old World's Champion," "Saturday Night," "White Oak," and "Bought and Paid For."

The same issue prints photographs of, or stories about, Wallace Reid, Thomas Meighan, Rodolph Valentino, William S. Hart, Milton Sills, William Boyd, Lois Wilson, May McAvoy, Wanda Hawley, Ethel Clayton, Marion Davies, Dorothy Dalton, Bebe Daniels, Betty Compson, Lila Lee, Sylvia Ashton, T. Roy Barnes and Walter Hiers.

Complete biographies are included of Wallace Reid and Gloria Swanson.

A subtitle contest for a picture from "Is Matrimony a Failure?" was decided by the judges at the Lasky Studio, James Cruze, Frank Woods and Lila Lee, and our art department, under Vincent Trotta's direction, prepared the eleven subtitles, each bearing the Paramount trademark and the line "It's a Paramount Picture."

Anyone who sees the current "Film Fun" cannot help being impressed with the predominance of Paramount pictures, and any such impression, conveyed persistently through magazines, helps sell Paramount.

The "Fan" magazine department is under the direction of Glendon Allvine and Charles Gartner. When you see anything in these magazines about the stars or our production you can lay a bet that the source of this material lies at the desks of these two live wires.

MR. PEP SAYS:

Don't jump at conclusions. It is more dignified to make your mistakes leisurely and methodically.

Three Graces



Rather than call these three young ladies Faith, Hope and Charity, we will call them Faith, Faith and Faith for they are three members of that faithful organization in our New Orleans Exchange.

Reading from left to right, they are: Misses Alice Davis, Mary Exsterstein and Mildred Walter.

Toronto Truths

By Bam

W. J. O'Neill, General Auditor of the Canadian Exchanges, is leaving for a trip to Winnipeg, Calgary and Vancouver to install the film control system and will be gone two weeks. "Peggy" O'Neill, as he is known in Toronto, was recently honored by being elected secretary of Famous Players-Lasky Film Service, Ltd.

Laura Powell, who presides over the switch-board, claims that she can answer any question put to her but her patience was taxed the other day when an indignant housewife complained that her garbage had not been removed after several requests. It took a long time to convince her that this was not the City Hall.

Greatest Convention

(Continued from Page 2)

session was an epoch in conventional history for Famous Players-Lasky. It would take more than the eloquence and brains of a Peace Conference to properly describe it, so we say—ask the man who was there.



At Work On "Old Homestead"

Notable Corps of Literary Experts at Work Preparing "The Old Homestead" for the Screen

That Mr. Lasky is determined that "The Old Homestead," which is shortly to be filmed under the direction of James Cruze, shall be a picture worthy of the tremendous theme of the story and commensurate with the prestige which the famous play has held for more than a quarter of a century is evidenced by the notable corps of literary experts now engaged in preparing it for the screen.

The Denman Thompson classic is being adapted to the screen by Perley Poore Sheehan and Frank E. Woods, the latter being supervisor-in-chief at our West Coast studio: the continuity being prepared by Julien Josephson, and Walter Woods is to supervise the production.

Perley Poore Sheehan, author of "If You Believe It, It's So," "The Whispering Chorus" and others, is one of the most successful novelists of the day.

Frank E. Woods is probably the best informed man regarding motion pictures, especially the writing end of the industry, in the country. He was one of the very first to engage in the serious treatment of screen stories and owing largely to his work and influence they have been raised to their present high standard.

Julien Josephson will be remembered for his numerous admirable stories in which Charles Ray starred, produced by Thomas H. Ince for us.

Walter Woods was co-author with A. B. Barringer of "One Glorious Day," for which he also prepared the scenario and has numerous other Paramount pictures to his credit as well.

With so formidable a corps of experts handling the story end of "The Old Homestead" and with a cast which thus far includes Theodore Roberts, T. Roy Barnes, Fritz Ridgeway and others, together with the elaborate production that is to be given the picture, we confidently believe that there can be no doubt of the ultimate success of the screen rendition of this classic of the American drama.

Attentive Listeners



The above photo shows David Warfield explaining the art of acting to Betty Compson when on his recent visit to Hollywood, while Thomas Meighan is a quiet listener.

Betty Compson is now starring in "The Bonded Woman" and Thomas Meighan in "Manslaughter."

"Alaska"



When Irvin V. Willat, one of our directors, took his company up to Huntington Lake, about three hundred miles from Los Angeles, to film snow scenes for his new production, "The Siren Call," featuring Dorothy Dalton, one of his men with a broad accent, feeling the sting of the weather, remarked:

"It's as cold up here as 'Alaska.'"

Thereupon Willat was seized with the idea to call the location site "Jesse Alaska" in honor of Jesse L. Lasky, our first vice-president.

A sign was prepared and tacked up on the snow-bound shack used in the scenes and the site was officially christened "Jesse Alaska." Perhaps some day a town might grow up there, and if it does, it will doubtless bear that name.

"The Siren Call" is from an original photograph by J. E. Nash.

There was twelve feet of snow on the ground at the time the scenes were secured. All of the members of the company had to travel on snow shoes and dog sleds were used in transporting supplies and paraphernalia.

Studio Buzzing With Action

Never Before Has Such Enthusiasm and Determination Been Shown as is Evident Now

By Shirk

By golly! The production of "The Old Homestead" for us is surely going to be a jim-dandy—from all accounts. James Cruze, the director, is planning some great stuff for the picture—which will be virtually a new story around the familiar old classic by Denman Thompson. Perley Poore Sheehan and Frank E. Woods are adapting it; Julien Josephson is doing the continuity and Walter Woods is to supervise. Some line-up. And then the cast—so far Theodore Roberts as Uncle Joshua; T. Roy Barnes as Happy Jack; Fritzi Ridgeway as Rickety Ann—and more to come.

And speaking of productions—you should see the way George Fitzmaurice is getting under way for "To Have and To Hold." Ouida Bergere is making the adaptation of Mary Johnston's novel. Betty Compson makes the loveliest Jocelyn that ever stepped from the pages of fiction and Bert Lytell is a handsome and commanding figure as Capt. Percy. Then there's Theodore Kosloff—the most picturesque figure one could hope to find—who is Lord Carnal; he is a magnificent figure in his marvelous costume of the period. W. J. Ferguson is Jeremy Sparrow. More yet to be selected.

Big productions are the order of the day!

"Blood and Sand"—Fred Niblo's production in which Rodolph Valentino makes his debut with us as a full-fledged star, is getting along toward a finish. Color, atmosphere, thrill, sensation, excitement—look up all the adjectives in the dictionary and then you'll fall shy. And lovely womanhood is ably represented by Lila Lee and Nita Naldi. June Mathis did the adaptation of the novel by Ibanez.

And then comes George Melford, with another production which will companion "The Sheik"—i.e., "Burning Sands." Off for the desert with camels, donkeys, tents, props by the carload, company and everything for some wonderful scenes. Wanda Hawley, blonde beauty, and Milton Sills, have the leads. In addition there is the stage star, Louise Dresser, Winter Hall, Fenwick Oliver, Harris Gordon, Jacqueline Logan, Robert Cain, Albert Roscoe, Cecil Holland and Joe Ray—a great cast and a great picture. Olga Printzlau is the adaptor of Weigall's story.

Cecil B. De Mille is scheduled to start May Day on "Manslaughter" by Jeannie Macpherson, based on the Alice Duer Miller novel. And Thomas Meighan, Leatrice Joy, Lois Wilson have already been selected for the picture. It will be a big production—one of the kind only Cecil B. DeMille can make!

William de Mille is getting along with "Nice People." Don't some punster say: "Well, how could he help it!" It's been a big picture in every sense of the word. Big in theme—distinctly down to date—big in treatment and in technical details—while as for the cast—well, look:

Wallace Reid—Bebe Daniels—Julia Faye—Conrad Nagel—Claire MacDowell—Eve Sothorn—Edward Martindel—Bertram Johns—William Boyd—Ethel Wales. Clara Beranger adapted the Rachel Crothers play.

Betty Compson, the charming and clever star, is getting through with "The Bonded Woman" and will start in "To Have and To Hold" at once

(Continued on Page 15, 2d Col.)

The Finishing Scene



This is one of the finishing episodes of "Beyond the Rocks," supposedly taking place on the Arabian desert.

The background shows the huge crowd that gathered to watch the filming of this exciting scene.

Reading from left to right in the photo, center front: Sam Wood, Director; Rodolph Valentino, Robert Bolder and Gloria Swanson.

Starting Soon

Gloria Swanson to Start "The Impossible Mrs. Bellew" June 1—Sam Wood, Who Will Direct, Comes to New York for Preliminary Scenes

Gloria Swanson will be back in California around the first of June when she will begin work on "The Impossible Mrs. Bellew," a story by David Lisle, adapted by Elmer Harris and Percy Heath. It will be a Sam Wood production and is of the society type of drama in which Miss Swanson excels. In the meantime Miss Swanson is making a rapid but comprehensive tour of the Old World, while Mr. Wood is now on his way to New York on a business trip during which he will photograph some important scenes for the forthcoming picture.

They Meet Again



PEP'S cameraman caught the above three gentlemen in a characteristic pose at the West Coast studio when they met to talk things over.

In the photo, left to right, they are: Penrhyn Stanlaws, Director; Jerome Beatty special representative; and George Fitzmaurice, director, the latter having recently returned from abroad after completing his production, "The Man from Home," which was filmed in Italy.

George Fawcett Joins Our Ranks

A notable addition to our Lasky studio stock company was made last week by Jesse L. Lasky, who announced the signing of George Fawcett to a year's contract to play in Paramount Pictures. Mr. Fawcett left for Hollywood last week.

Mr. Fawcett is one of the best-known character actors on the screen. His stage career began more than thirty years ago and since then he has interpreted hundreds of character rôles both on the stage and in pictures. He is one of the real veterans of the screen, starting his work nearly ten years ago and appearing in productions of NYMP, Universal, Morosco, Pallas, Fine Arts, Selig, Selznick, Goldwyn, Artercraft and Paramount, among others. For several years he was one of the mainstays of D. W. Griffith's organization, playing in "Hearts of the World" and many of the Griffith pictures for Artercraft. On the stage he appeared in support of such celebrities as Salvini, James A. Herne and Maude Adams, for several years headed his own stock company.

Two of the most conspicuous successes scored by Mr. Fawcett in pictures were in the rôles of Dr. MacQueen in "Sentimental Tommy" and Major Delaunois in "Peter Ibbetson." Educated at the University of Virginia, he is a man of unusual intellectual attainments and artistic ideals and his engagement by Paramount is regarded as a distinct acquisition by Mr. Lasky and other executives of the Famous Players-Lasky Corporation.

Stick 'Em Up



Says May McAvoy to Conrad Nagel, on whom she has gotten the draw.

The trouble all started when Conrad Nagel (left) called Miss McAvoy "Shorty," hence the reason why she was the best on the draw.

Geraghty Meets Old Friend

Last week, after ten years of trying, Tom Geraghty met Samuel G. Blythe in Hollywood.

Years ago, Mr. Blythe, after reading one of Geraghty's stories, advised him in a letter to leave the Rushville, Indiana, daily paper to its fate, and go to New York. Mr. Blythe, from Philadelphia, helped Tom to a job on the New York *Herald*. Still they had not met. They corresponded, but every time Blythe came to New York, Tom would be out on an assignment.

Tom went out for his paper with William Howard Taft, on a campaign tour. He stopped off at a certain town, expecting to meet his benefactor, but Mr. Blythe had gotten on the train Tom had left. Over and over during the next eight years, this sort of thing happened. Then Tom became a supervising director for us, and lived in Los Angeles and London. Sam Blythe travelled, too, but never at the same time and place.

Finally, in Hollywood, Tom Geraghty, as successful now in his field of writing as Blythe is in his, shook hands with his benefactor and thanked him for that great tip of years ago, which the busy journalist took time to write to the ambitious beginner.

Charming



Agnes Ayres

Can you imagine anyone more charming than Agnes Ayres in this pheasant blue evening gown with opalescent sequins and crystal beads, finished with velvet to match? The design is worked out in sequins with blue crystal beads. Slippers and fan of blue pheasant feathers.

This is one of the gowns Miss Ayres wears in "The Ordeal."

In Her Cage



Above is the photo of Gloria Swanson which typifies the title of "Her Gilded Cage," Sam Wood's latest picture starring Miss Swanson.

Miss Swanson is shown here as "Fleur d'Amour" with Harrison Ford as Larry Bell. This production is destined to be one of the greatest box office attractions of the season.

PEP *with a flourish*

Famous Toreador Trained Valentino for Rôle in "Blood and Sand"

Member of a famous bull-fighting family, himself the conqueror of two score "toros," Rafael Palomar was chosen as trainer of Rodolph Valentino for the toreador scenes required of the star in "Blood and Sand," which Director Fred Niblo has made from the notable Vicente Blasco Ibanez story.

That "Blood and Sand" might be correct in every respect Palomar not only supervised the dressing of Valentino in toreador costume but taught him every step of the intricate evolutions which mark the graceful sword and cape play of a matador. Although Valentino is a trained dancer he found even more difficult than tango or maxixe the complicated steps Palomar taught him for two solid months. And accuracy was decidedly essential—for with a bull in front—there's only one mistake to be made!

Rafael Palomar won the training assignment because of his twelve years as a bull-fighter in Madrid, Seville, Cadiz, Mexico City, Guadalajara and other Spanish and Spanish-American cities. He is the brother of Jose and Francisco Palomar, equally famous as favorites of Spanish bull ring audiences.

The hiring of Palomar was but a part of the plan to make "Blood and Sand" correct in every detail. The story, however, tells of the life of Gallarda, a bull-fighter, rather than of bull-fighting. All of the color of the Spanish national sport is retained, it is said, minus the features not acceptable to American audiences.

Stanlaws Starts "Pink Gods"

May 1st was the starting date for "Pink Gods," Penrhyn Stanlaws' next production in which Bebe Daniels and James Kirkwood will head the cast, with Anna Q. Nilsson, Adolphe Menjou, Raymond Hatton and others in prominent rôles. J. E. Nash and Sonya Levien are said to have made a very clever adaptation of Cynthia Stockley's stories embodied in her book "Pink Gods and Blue Demons." South Africa is the locale of this thrilling drama.

Studio Buzzing

(Continued from Page 13)

she completes the first named. Philip Rosen directs this picture, which has John Bowers and Richard Dix as practically both leading men. Albert Shelby LeVino built a great sea story from a short story by John Fleming Wilson. There's a shipwreck, a desert island, castaways, Honolulu and hula dancing—oh, a lot of great material.

"Borderland"—one of those fanciful tales that have the same quality of "The Road to Yesterday," which Beulah Marie Dix also wrote—is the Agnes Ayres vehicle under way with Paul Powell at the helm. Milton Sills is leading man and as a polished, suave villain Casson Ferguson is perfect—on the screen. He's a nice chap in real life.

"The Ghost Breaker" will give Wallace Reid a chance to show his versatility in a rôle that gives him plenty to do right along. Lila Lee will be his lead and Alfred Green will direct. This is an adaptation by Jack Cunningham. The original is by Paul Dickey and Chas. W. Goddard.

Jack Holt is at Balboa in "The Man Unconquerable," which Joseph Henabery is directing. Mr. Holt has a regular red-blooded, scrappy rôle, a young chap from the city who goes down to see why his dividends aren't coming in from his pearl-ling concession. He finds why after ridding the country of a couple of bad men. It happens in the South Seas—and in the end the hero gets a lovely wife. What more could any man wish? Hamilton Smith wrote the original and Julien Josephson made the screen version. Pretty Sylvia Breamer is leading woman.

Penrhyn Stanlaws also has a big production—"Pink Gods," by Cynthia Stockley, adapted by J. E. Nash and Sonya Levien. It's a South African yarn full of mystery and thrill—diamonds and other brilliant features—which is no joke. Bebe Daniels and James Kirkwood co-featured with Anna Q. Nilsson, Adolphe Menjou and other big people prominent in the cast.

"The Siren Call"—Dorothy Dalton's new feature picture, an Irvin Willat production—is a great snow picture—fine for the summer days. It has all the thrill of Alaska and the gold fever and plenty of brisk action. David Powell, Mitchell Lewis and others prominent, the former playing male lead. Miss Dalton has a rôle that suits her admirably and gives her plenty of opportunity. J. E. Nash and Philip Hurn adapted the former's story.

The Best Way Out Of A Difficulty Is Straight Through It



The Pepville Gazette



Vol. 6. No. 44

MONDAY, MAY 8, 1922

Price: Pep—Lots of it.

THE PEPPVILLE GAZETTE

PUBLISHED WEEKLY

Entered at the Postoffice through the Mail Slot

Editor's Office:

Very Busy

Prepare for Paramount Earth-
quakes

Attention Walter Hiers—

Adolph Zukor stepped up to J. B. Dugger while he was at the Convention and said, "You look like an actor we have—let me see?"

"Oh, yes, Walter Hiers."

From then on and henceforth J. B. Dugger took on the nickname of Walter Hiers.

Good Advice

A portly woman had, by mistake, taken a seat in a railway coach reserved for smokers. With unconcealed indignation she saw the man next to her fill his pipe.

"Sir," she said in frigid tones, "smoking always makes me ill."

The man calmly lit his pipe and puffed contentedly, and at the same time replied:

"Does it, mam? Well, take my advice and give it up."

Disturbed

H. H. Buxbaum says that McManus's loud voice woke him up twice during the Convention.

Yes, and I Know a Couple More Just Like Her

Dear Roy: Did you ever hear of the girl named Belle Hoppe? They call her dumbbell for short. Well, sir, she thinks the "Loves of Pharaoh" is a gambling game. Trotzky is a throat lozenge. Earl Carroll is a brother of Easter Carol, Lily Cup is a movie queen, Elihu Root is an old-fashioned cough medicine, Lloyd George and By George are twins, Cabot Lodge is a secret society, Burns Mantle is used on a gas jet and that colored Easter eggs are grown on eggplants and always gets radio mixed with radium. Verily, she gets the frost-bitten moth ball. —Bill Netch.

Last Minute News

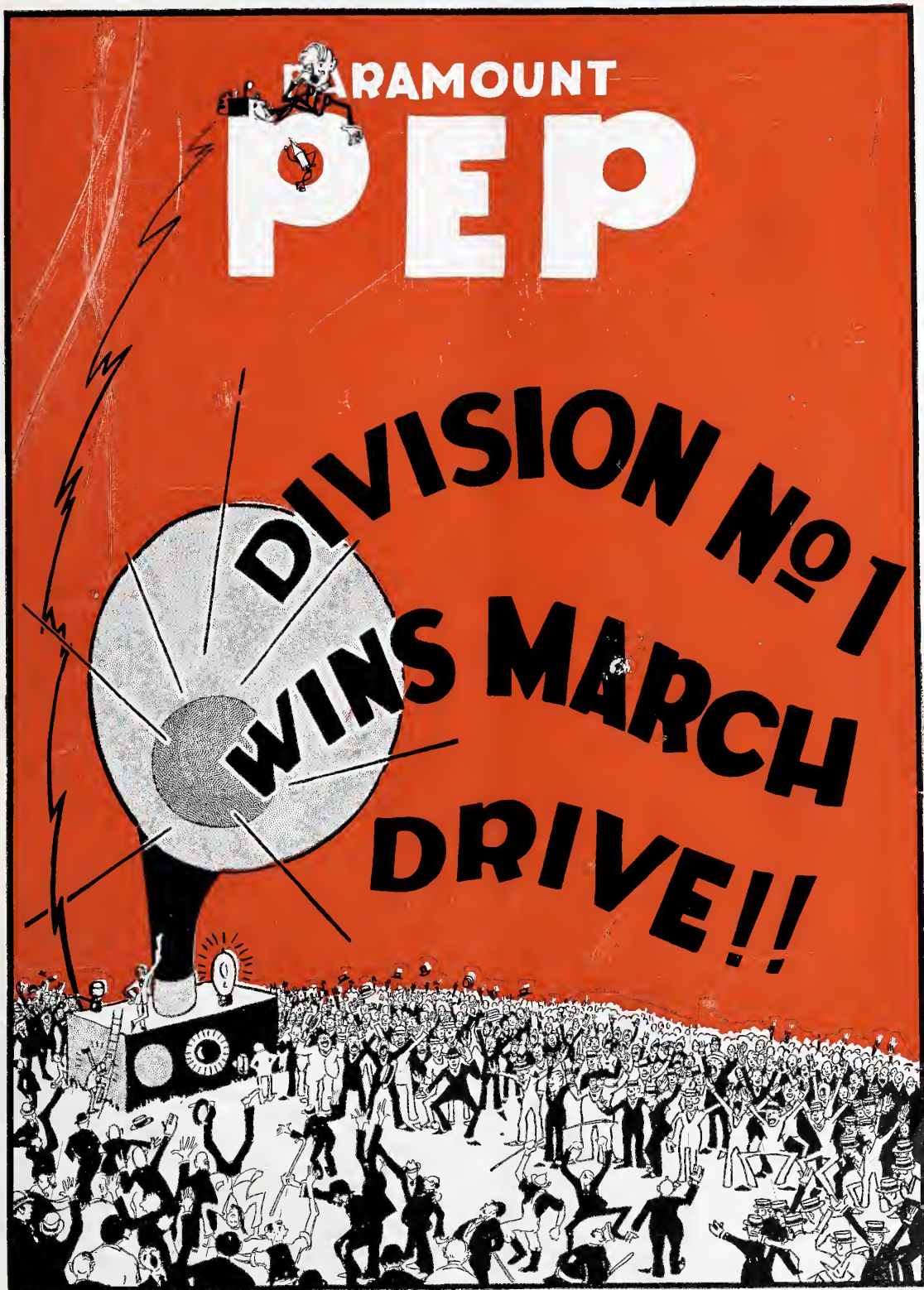
**SAM WOOD, DIRECTOR, ARRIVES FROM WEST COAST ON
BUSINESS FOR HIS NEXT PICTURE**

**BOYS—"NORTH OF THE RIO GRANDE" WITH HOLT AND DANIELS
IS ONE OF THE FINEST RED-BLOODED OUTDOOR PRO-
DUCTIONS EVER MADE—SEE IT SOON BY ALL MEANS—**

WM. deMILLE HAS FINISHED "NICE PEOPLE"

LUKE (The Props Boy)In Quest of the North Pole





Division One Wins March Drive

H. G. Ballance and His "Dependable" Division Romp Away With First Honors After an Exceedingly Close Race

It was not so long ago that George Weeks, Divisional Sales Manager for Division No. Two, hurled a challenge at Messrs. Ballance and Akers, heads of Divisions One and Three respectively, for the March Drive.

This was quickly accepted and the race was on, all hats having been thrown in the ring immediately.

Each of the three divisions worked incessantly in their supreme effort to breast the tape ahead of the other divisions and as the results show it was the closest race on record.

Division One finished with a percentage of increase for the month of March of 28.4%, putting them in first place; Division Three finished with a percentage of increase for the month of March of 24.7%, thereby putting them in second place; and Division Two finished with a percentage of increase for the month of March of 23.1%, putting them in third place.

The fact that it was a close race goes without saying, as the results show that the difference in percentage between all three at the finish line was exceedingly small.

Behind this wonderful drive there was something bigger and better than the actual results—there was that something that every last man in Famous Players-Lasky Corporation should be striving for and executing today. It was that everlasting good sportsmanship bringing on keen rivalry which all turned for better and bigger results on this lively sales drive.

H. G. Ballance lost no time in congratulating each member of the eight offices controlled by him and stated that everybody was infinitely pleased with the very gratifying results.

Great credit must also go to George Weeks in that it was he who gave birth to the idea of the drive and who kept up a lively competitive spirit throughout. Indeed the trio of divisional sales managers are keen for this sort of stuff as was evidenced by their constant fighting for supremacy, mixed with a great deal of humor that puts the good sportsmanship of the three on the surface.

S. R. Kent, speaking at the convention, said, "I wish at this time, gentlemen, to compliment Mr. Ballance and his Division One in breasting the tape first on the March Drive, and George Weeks for being the first to throw his hat in the ring and start all this competition which always goes for better results in a sales organization such as ours. But above all, I want to congratulate all three divisions on the wonderful spirit manifested by them throughout the entire drive. It is this spirit, gentlemen, that will go further in getting sales results than any other idea you may have."

Again we congratulate Division One in "copping" first honors.

Notice

The Home Office has received Form 102, dated May 2nd, 1922, notifying that the Stafford Theatre, City and State not given, has been transferred from Schagrin Bros. to Mr. John A. Perruzzi.

Will the Exchange responsible for the forwarding of this Form, reply to Mr. Frawley's Department, giving the location of this theatre.

Does This Mean Anything to You?

Mr. S. R. Kent is in receipt of a telegram from William Boyd, Advertising Director of The Curtis Publishing Company, in Philadelphia, distributors of "The Saturday Evening Post."

The very trend of his message should mean a lot, not only to ourselves, but to exhibitors thruout the country as this is an excellent barometer of conditions as they will be in the near future and if not as they are today. The telegram read:

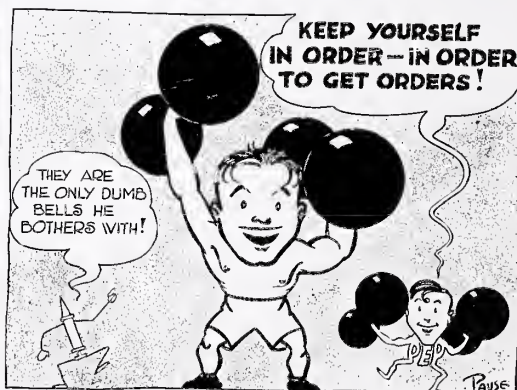
Sydney R. Kent:

Because the "Saturday Evening Post" is generally regarded as an accurate barometer of economic conditions you will be interested to know that the May thirteenth issue has one hundred and eighty pages and contains the largest advertising investment by manufacturers ever made in any single issue. The other spring issues of the "Saturday Evening Post" and those of the "Ladies Home Journal" as a whole strongly emphasize the definite renewal of sustained public buying in practically all lines.

THE CURTIS PUBLISHING CO.

William Boys Advertising Director

Speaking of Dumb-Bells



Jector has the right idea for this chap. Maintaining your health naturally lends greatly to your personal appearance and you know what we think of personal appearance.

The Pathway to Power Lies Through Service

Why an Exhibitor Who is Alone in a Town Should Use Paramount Pictures

E. N. McFarland, Salesman at Omaha, Gives Excellent Answer to One Theatre One Town Problem

Paramount Pictures have been advertised to such an extent that regardless of the size of the town seventy per cent. of the people are fully informed on the outstanding quality of entertainment value to be expected, therefore Paramount Pictures have been sold to seventy per cent. of the patrons of any theatre in the country, before the Exhibitor has signed a contract to play them.

This is a fact that any Exhibitor who knows anything about the show business at all will admit, therefore, if he knows that the majority of his public has been sold on Paramount Pictures why shouldn't he play them.

There is also another reason why the Exhibitor should use Paramount Pictures, and it is my opinion that this is the strongest argument that can be advanced in favor of our pictures.

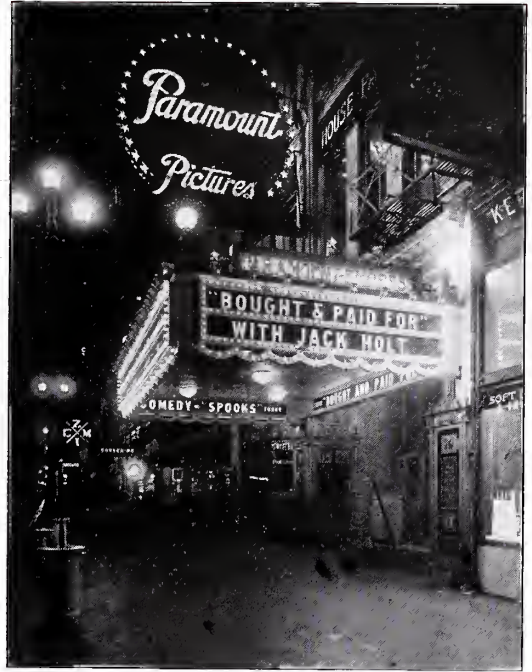
Paramount Pictures, with all of the advertising, publicity exploitation, stars, stories, directors, and the best photography known, **will increase the weekly gross business of any theatre in the country enough to pay for his entire film rental if properly handled.** For example, take a town of three thousand population and assume he has been paying an average of \$25.00 per feature and he makes three changes per week. His features then would cost him an average of \$75.00 per week. But supposing that Paramount Pictures would cost him an average of \$35.00, his film rental would be increased to \$105.00 per week, or an increase of \$30.00.

Now figuring his average admission price is twenty-five cents net, it would only take an increase of 125 paid admissions per week to reduce his film rental to its original figure, and at the same time he would be giving his patrons better entertainment value for their money; while at the same time he would build up a more substantial patronage for his theatre.

And it would only take an increase of 425 paid admissions per week over his average which he now has to reduce his film rental to zero, and with seventy per cent. of his patrons already sold through our national advertising, it sound reasonable to believe that he would get that much of an increase.

E. N. McFARLAND,
Salesman—Omaha.

Salt Lake Tells Them With Lights



"It is literally impossible for anyone passing by the Empress Theatre in Salt Lake to miss the circular-lighted sign PARAMOUNT PICTURES," says Louis Marcus, Dist. Mgr. at Salt Lake.

This sign can be seen for blocks on either side of the theatre and on the side of the Main street, which proves without a doubt that the exhibitor there believes in featuring the brand of pictures above anything else.

It would not be a bad idea to cut this picture out of PEP and show it to those exhibitors who believe in telling the public what they show.

This electric sign naturally ties in with every bit of advertising the public sees and they immediately connect it with the best in pictures.

This theatre does not stop at this but everyone of their parking signs are especially unique in that they use the Paramount trademark as the background of the sign.

In other words, they feature the phrase PARAMOUNT PICTURES, telling others about this and they will soon realize after putting it to use that it pays to let the public know they run PARAMOUNT PICTURES.

*If—You Are Looking For Dull
Times—You'll Get 'Em.*

—PEP

PARAMOUNT PEP

"BUT ABOVE ALL THINGS,
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees
of the*

FAMOUS PLAYERS-LASKY CORPORATION
Its Contents are Strictly Confidential

PAUL L. MORGAN - - - - - Editor

Vol. 6 May 15, 1922 No. 45

A Sale Before the Call

There is absolutely no trick in making a sale before you make a call on an exhibitor. Sounds peculiar, perhaps, but 'tis true, nevertheless. And the fact remains that many a salesman who has equipped himself properly with knowledge of product has actually made his sale before he called.

Not by a telephone.

Not by a letter.

But by being the possessor of knowledge as to just what he has to sell.

The salesman of today is something besides a chap with his little hand grip making a call on his prospect and giving a correspondence school talk on how he can make him a millionaire over night.

He is the chap that has made a study of his wares—on what they will do—on what they have done for others and goes into each and every item of his line outlining their value for him from a public standpoint.

He is the chap that can convince his man that price has absolutely nothing to do with the purchase if his wares will bring the profit results for his prospect. Indeed, if we were to charge the exhibitor for the results obtained in running Paramount Pictures instead of what we now ask we would all be Rolls-Roycing around the country, from the chief down to the janitor.

It is therefore imperative that every salesman—and we are all salesmen in our business—should equip himself with the proper knowledge of his product so as to assure a sale before he calls. As J. R. Kathrens says: The salesman who rushes madly in on a prospect and takes a hit or miss chance on the sale is like a bunglesome burglar who gets one of two things—arrested or shot.

Famous Players has spent more money in actual equipment for you boys in the field than any other concern of its kind, and unless you make a thorough study of what they have provided you are not only doing an injustice to the company you represent but are doing harm to yourselves and the product you sell.

Be equipped.

Know that your sale is made before you call.

The Paramount Week Prizes

Committee Outlines Plan for Distribution of Prizes. Adolph Zukor Sanctions a \$5,000 Prize in Excess of the Regular Prize Money and S. R. Kent Works Out its Distribution

Immediately at the close of the convention at the Home Office, the committee held a lengthy session and determined a basis for distributing the prize money for the coming Paramount Week.

Paramount Week prizes this year will aggregate \$10,000, that is, without the \$5,000 prize for the Branch Managers.

The committee is composed of Branch Managers J. B. Dugger (chairman), Detroit; P. A. Bloch, Philadelphia; L. F. Britton, Portland, Me.; R. J. McMannus, St. Louis, and C. C. Wallace, Chicago. These gentlemen decided on the following basis for the distribution of the \$10,000 in prizes.

\$3,800 to be the First Prize for Paramount Week.
2,300 to be the Second Prize for Paramount Week.
1,500 to be the Third Prize for Paramount Week.
100 to the Exploiteer putting over the best exploitation stunt during Paramount Week.
This to be decided by Messrs. Ballance, Weeks and Akers.
2,300 \$100.00 to be allotted to each of the twenty-three exchanges not participating in the first, second or third prizes for Paramount Week, and to be awarded to the salesman bringing in the greatest number of *Paramount Weeks*, in comparison with the number of theatres in the zone. Disposition to be left to the exchange manager.

\$10,000 Total

The basis for determining the Paramount Week winners will be as follows:

20 points to each exchange receiving its full quota for week ending Sept. 2nd.
20 points to each exchange receiving its full quota for week ending Sept. 9th.
30 points to each exchange receiving its full quota for week ending Sept. 16th.
15 points to each exchange receiving its full quota for week ending Sept. 23rd.
15 points to each exchange receiving its full quota for week ending Sept. 30th.

100 total points.

Should any exchange receive more than its quota for each of the above weeks, they will be given a proportionate increase in points. By the same token, should they fall below their quota, they will be penalized proportionately.

For example: Assuming an exchange had \$25,000.00 a week quota, and a \$50,000.00 quota for Paramount Week.

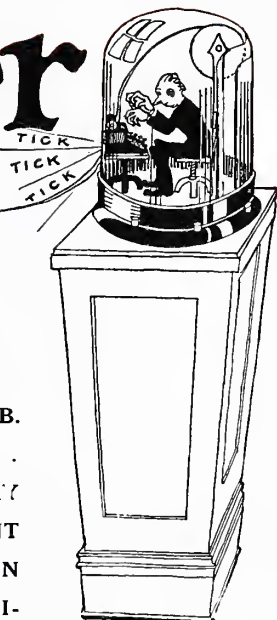
Week Ending.	\$ Per Week.	Points.
Sept. 2nd	\$20,000.00	16 or 4/5 of 20 pts.
Sept. 9th	75,000.00	45
Sept. 16th	23,000.00	18.4
Sept. 23rd	20,000.00	12
Sept. 30th	18,000.00	10.8

102.2 points

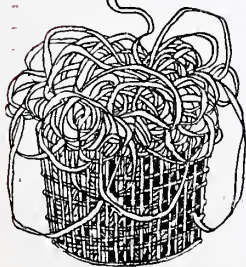
The \$5,000 cash prize offered by Mr. Zukor for Branch Managers as competitive prizes for Para-

(Continued on Page 11, 2d Col.)

Pep's Ticker



THE MARCH DRIVE IS OVER . . . P. B.
 . . . CONGRATS TO DIVISION ONE . . .
 GETTING MUCH WARMER UP THIS WAY
 . . . N . . . N . . . N . . . S. R. KENT SPENT
 THE BIGGEST PART OF LAST WEEK IN
 WASHINGTON ATTENDING THE EXHIBI-
 TOR'S NATIONAL CONVENTION . . .
 ADOLPH ZUKOR ALSO ATTENDED . . . SO
 DID JOHN CLARK . . . SOME REAL PRIZES
 UP FOR THE GOLF MATCH TO BE HELD
 AT THE ZUKOR ESTATE M O
 OO . . . JOE SEIDELMAN APPOINTED SPECIAL REP. TO
 FOREIGN DEPT. BY E. E. SHAUER . . . SEE STORY . . . G. E.
 AKERS OUT AMONG 'EM . . . WILL HAVE HIS HEADQUAR-
 TERS AT KANSAS CITY AND WILL COVER THE MIDDLE
 WESTERN PART OF HIS TERRITORY . . . LIVELY SUCCESS-
 FUL CONVENTION HELD BY DIST. AND BRANCH MANAGERS
 AND SALESMEN AT OMAHA NO, CLAUD
 SAUNDERS DOES NOT PLAY TENNIS . . . RICK RICKETSON,
 SALT LAKE EXPLOITEER, IS TRANSFERRED TO DENVER
 . . . AND K. RENAUD, DENVER EXPLOITEER, IS TRANS-
 FERRED TO SALT LAKE . . . A. M. BOTSFORD WENT TO
 CHICAGO LAST WEEK . . . TED YOUNG, LACEY JOHNSON
 AND CHARLES HAWTHORNE GET BACK FROM LONG TRIP
 IN MIDDLE WEST, WHERE THEY LOOKED OVER NEW
 EXCHANGE SITES . . . GEO. WEEKS WAS IN TORONTO LAST
 WEEK . . . WATCH FOR THE NEW SLOGAN BORN AT THE
 OMAHA CONVENTION AND ADOPTED NATIONALLY BY
 S. R. KENT.



Vogel Answers Pet Alibi

St. Louis Exploiteer Answers PEP on Alibi Taken from Issue March 27th

Mr. McManus, our Branch Manager, recently spoke of an exhibitor in Kansas who is paying more for his 1922 pictures instead of less. It seems that he is too busy putting over his theatre to travel around the territory and find out how bad conditions are supposed to be. And that in part is the answer.

The salesman comes to a town, and listens to the exhibitor's tale of woe. Does he ever seek further information from other sources? Hardly ever. Therefore why take the exhibitor's unsupported word that the country is going to the dogs. There are many cases of towns in which payrolls have been cut to the quick, and naturally the exhibitor suffers a loss in profit.

If the salesman really is inclined to believe that the exhibitor cannot pay the required prices, he (the salesman) should make sure that the rest of the town is suffering proportionately before he "yesses" the exhibitor. And it is not a very difficult task to make the rounds ascertaining from other merchants how their various businesses are progressing. If the butcher and grocer report that business is good, if the drygoods stores and druggists are not kicking, then the exhibitor is kidding himself, instead of getting out and hustling.

Make sure of this: If the millinery stores are doing business, if the druggists are selling cosmetics, if the pool halls are crowded, then there is money enough for the exhibitor.

In many cases, the exhibitor's overhead is unreasonable. He kids himself to the extent that his five or seven-piece orchestra is bringing in business, or that his wife is too good to sell tickets, or that he is too busy doing nothing to do his own janitor work, or that he doesn't know enough to go out and be his own billposter.

A salesman should investigate:

General Business Conditions
Bank Balances
Enterprise of Exhibitor

1. Is he peppy?
2. Does he exploit and advertise enough?
3. Is he really ambitious?
4. Does he know that business is better today than it was in 1914?

In short, nothing should be left undone to convince himself that the exhibitor is right or wrong. AND THEN ALL THIS SHOULD BE INTELLIGENTLY INCORPORATED IN HIS REPORT—backed up by figures which the salesman has personally obtained.

And lastly, the salesman should be Old Man Optimus himself. Never listen to the exhibitor's wailing, but tell him of the other chap in Kansas. Come in with a smile and a new story, stick a good cigar in the exhibitor's face, and shout prosperity.

In other words, use the old noodle, and the old alibi will sink from innocuous desuetude.

A-MIKE VOGEL.

Blue Ribbon Girls



Up in the Canadian City of Toronto, we possess two blue ribbon girls—they would take first prize at any exchange. They are Leah Peterson (left and Agnes (Mae) Murray (right), secretary to Mr. Bach.

Join the Crowd



From the looks of this photo, it appears that the younger element at the Cleveland Exchange are a happy and lively bunch.

In the photo, left to right, standing: Ellen Stuart, Jerry Kemper, Jean Kemper, Betty Attwood, Al Kotelos, Emma Roger, Frank Harwood, Gladys Spafford.

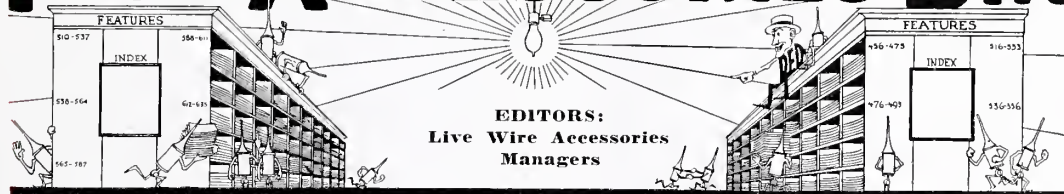
Sitting, left to right: Mildred Brogden, Andrew Jackamis and Mrs. Scott.

Seidelman Comes Back

The appointment of Joseph P. Seidelman, well-known in film circles, as a special representative of our Foreign Department, was announced this week by E. E. Shauer, director of the department. During the last year Mr. Seidelman has been assistant general manager, in charge of sales, of Associated Producers, and he is returning to our organization after having achieved brilliant success as a sales executive.

Prior to the war Mr. Seidelman was a practicing attorney in Milwaukee. He enlisted in the army early in the war and served with distinction with the A. E. F. in France and Germany as First Lieutenant in New York's fighting 69th Regiment. On his return from army service Mr. Seidelman was offered a position in our Foreign Department and was assigned to the New York Exchange to obtain practical sales experience. After winning promotion as assistant to the manager, he was recalled to the home office for special work in the sales department and was then sent to Albany to open up the new exchange for us, where he served as branch manager for one year.

PEP'S ACCESSORIES BIN



(Send in the best accessories slogan for this space, and win ten dollars)

"Pictures of Perfection"

ON the reverse pages we are reproducing for you some of the greatest accessories selling arguments in the world. These illustrations represent some of the poster sketches which are being made on the marvelous productions for Fall release.

Of course in the black and white reproductions you miss the luminous color schemes which literally make these posters cry out to passers by and arrest their attention. Mr. Thorn and his Department spend the very best that can be had in time, money, energy and brains to "write up" these framing testimonials for Paramount pictures.

The Managers and District Managers in Convention saw with their own eyes the originals of these beautiful sketches. The applause which burst simultaneously with the showing of the first sketch was sufficient evidence that we have at last solved the problem of what the exhibitor wants.

At this time we can do no more for you than to give you this page brimful of these "pictures of perfection"—each one a silent but eloquent spokesman for the booming accessories business in store for Paramount. When you get 'em they'll speak for themselves.

MEL A. SHAUER.

Telegram—Boys!

Omaha Nebr

Mel A. Shauer

Care Famous Players-Lasky Corpn
485 Fifth Ave New York N Y

One of the most successful conventions held in this territory closed today — Des Moines Minneapolis and Omaha salesmen pledged one hundred per cent. co-operation with advertising accessories department — agreed to submit no contracts on supers unless accompanied by advertising order — unanimous in their praise over new lithos and photos — assure you increased volume in our department

R. A. SCHULER,

Traveling Repres. Access. Dept.

Real Co-operation

L. F. Edelman, our live wire Accessories Manager at Washington, D. C., writes us that H. M. Messiter, salesman Zone 1 out of that exchange, just sold 15,000 heralds to a theatre in Baltimore.

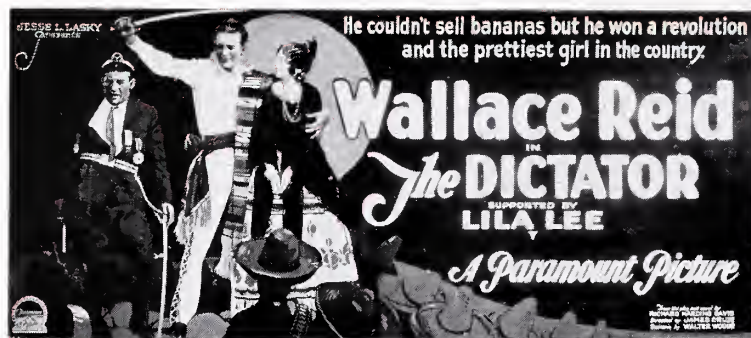
That's the spirit we like to see, when the salesman takes advantage of his trip and adds accessories to his contract sales.

Notice

To date we have heard from only 15 Accessories Managers regarding accessories slogan which will be destined to head this section.

We shall hold the contest open until May 27th instead of April 29th, as stated heretofore.

It is your last chance. Get into the spirit of this thing and make a better showing.

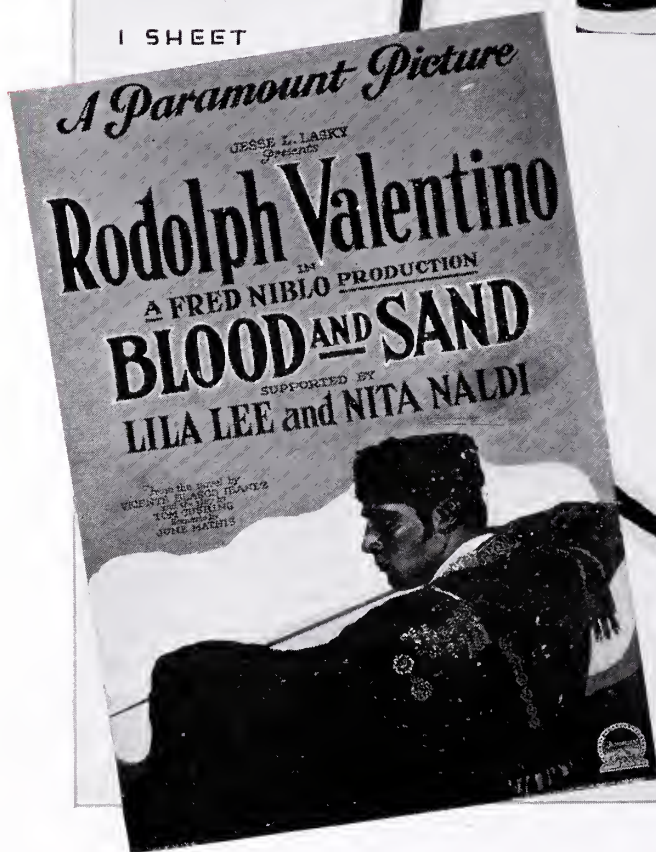


24 SHEET

Para



24 SHEET



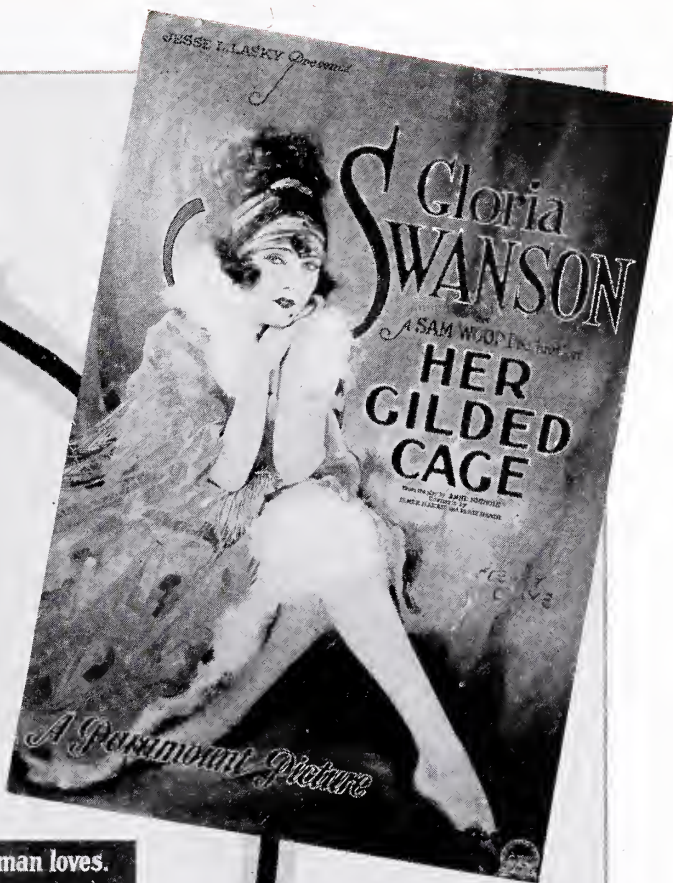
1 SHEET



BUSINESS
GETTING

mount

part of gold!
SON
CAGE
Picture



1 SHEET

When a Flapper flirts perhaps a real woman loves.
a WILLIAM deMILLE production
NICE PEOPLE
WITH WALLACE REID, BEBE DANIELS
CONRAD NAGEL and JULIA FAYE
Presented by ADOLPH ZUKOR
A Paramount Picture
24 SHEET

24 SHEET

NESS
TERS



Unless Inspired by the Heart, the Work—

PEP'S ACCESSORIES BIN

CONTINUED

Sales I Have Made

I am writing these few lines to you just to show you what the Quantity Price Schedule has done for us in the short time it's been in vogue.

Ferber's Theatre, Lakewood, N. J., never used insert cards. We sold him ten frames and he is now using insert cards on all our pictures.

Criterion Theatre, Rutherford, N. J. Sold him ten frames and he now uses ten insert cards on every Paramount picture. Formerly this theatre used only one or at the most two thousand heralds, and now buys three thousand on every production on which heralds are made.

Hamilton Theatre, Brooklyn, N. Y. Formerly used only a thousand heralds on some of the bigger productions and now buys three thousand on each.

Park Theatre, South Ozone Park, L. I. Who usually had block 1-sheets made up by printers, bought 150 block 1-sheets on FOOL'S PARADISE also 3,000 heralds when we tackled him on Quantity Price Schedule.

These are only a few instances where the Quantity Price Schedule helped to put sales over and we are looking forward to bigger results.

M. GLUCK,
New York Accessories Manager.

Just to give you an idea of what the Cleveland Exchange is doing and so the other Exchanges will think we are in the running, the following is some of the Accessories sold here the week ending May 4th:

43,000 Heralds,
1,000 Window Cards,
277 Inserts,
1,153 One Sheets,
221 Three Sheets,
86 Six Sheets,
57 Twenty-four sheets.

This isn't one of our biggest weeks, either.
WATCH US GROW!

ANDREW JACKANIC,
Accessories Manager—Cleveland.

Looking over Accessories Sales just closed last night I find that we have broken Exchange records in two or three places, for instance—we sold 102,000 Heralds, which is a record for this Exchange, we also sold over 2,900 Window Cards, also a record for this Exchange, sold 126 Gilt Frames, also a record.

(Continued in next Col.)

You will notice on last week's Form 42 we reported 3,500 1-sheets sold, which is a record for this Exchange.

I am citing this to you as an example of what prices will do.

For comparison and the stimulus I would like to get some figures as to how the ones I have quoted above line-up with the other Exchange. It would be a very good thing for me to know who the fellow above is.

RUSSELL P. COLLINS,
Accessories Manager—Boston.

St. Louis net accessories sales week ending April 29th were \$1,209.36. We sold 93 24-sheets, 120 6-sheets, 414 3-sheets and 1,643 1-sheets.

ST. LOUIS ACCESSORIES DEPT.

"During the week ending April 29th I sold 80 twenty-four sheets."

M. REHFELD, Accessories Manager—Omaha.

"Mr. Shim, our booker, sold ten Insert Frames and fifty Insert Cards to a second run account in Hagerstown, Md.

"Miss Coffern, our Form 47 Clerk, has sold 15,000 heralds during the last week.

"I had a little herald campaign last week and the results of the letters have surprised me. This will net a sale of about 60,000 for this week."

L. F. EDELMAN,
Washington Accessories Manager.

Another Letter

April 20, 1922.

Mr. M. Gluck,

Accessories Department, N. Y. Exchange

Dear Mr. Gluck: This is to acknowledge receipt of our advertising matter for the month of May and in doing this I want to compliment you on the service and the character of the material now being used for the exploitation of the various Paramount features.

It is all clean, well executed and really artistic and this is the kind of material we want for our various theatres. Especially attractive in our lobbies are the insert cards (14x36) which you get out on all features. Why up-to-date theatre owners use second-hand material when they can procure such material as you offer them is more than I can understand.

Your heralds and window cards and various novelties are both artistic and appealing.

Very truly yours,
GEO. W. DAVIDS,
Manager Bardavon Theatres, Corp.

Done by the Hands Will Be But Poorly Done

Radio Publicity

C. M. Hill, Branch Manager of our Portland, Oregon, Exchange, tells us a very interesting incident that happened recently at that office.

On Thursday nights all of the employees of the Exchange pre-view a picture.

Recently a radio receiving set was installed in that exchange and being one of the largest and most powerful broadcasting stations on the coast, everyone heard with ease a musical programme.

After it was over Mr. Hill telephoned the operator of the broadcasting station and thanked him for the concert and no sooner had he hung up than the broadcasting station sent out the following message:

"Paramount pictures, we thank you for your compliment and are glad you enjoyed the concert."

Broadcasting the phrase "Paramount Pictures" particularly from a station of this size and prominence made it possible to reach thousands of people as far as Arizona.

Later on in the evening they listened to another broadcasting station and likewise called up and thanked them. Again this station broadcasted this message:

"Paramount pictures, we thank you for the compliment."

We agree with Mr. Hill that this is advertising that does not cost a cent and puts the phrase "Paramount Pictures" in every receiving set within a radius of two thousand miles.

Further than this, a great many theatres thru that section of the country have installed receiving sets and receive all messages.

In speaking of this feat Mr. Hill says:

"I believe that I am not overly optimistic in seeing the possibilities every one of our exchanges putting in a sending as well as a receiving set and I believe that an installation of this kind would bring down the cost of our telephone and wires. I am furthermore predicting that the time is coming when we can use a sending set to get in touch with practically every theatre in the territory.

Editor's Note:—Nobody is laughing at you, Mr. Hill, in this prediction because we recall that several people laughed at Marconi when he said you could send messages without the use of wires; we laughed at the so-called fool who said that men would fly and when they told us that you could actually talk to a person in another city without the use of wires, they thought the country had gone crazy.

Now we are living in a wonderful age and who knows but what your prediction will be realized.

MR. PEP SAYS:

The worm will turn; but whether in anger or merely to turn the other cheek the wise saw saith not.

Telegram!

Los Angeles Calif April 28/29/1922

Adolph Zukor President
Famous Players-Lasky Corp
New York

Beyond Rocks opened Rialto today attendance enormous line-ups on street as late as ten thirty at night had them four abreast waiting on sidewalk fully half block look for this picture to go six weeks with record-breaking business — I am exceedingly happy knowing of the great Paramount pictures that are coming to us in future Please watch reports in future as I am confident we will show bigger returns in both houses than ever before.

SID GRAUMAN

(915AM April 29 1922)

Sheik Going Strong

By O. R. Geyer

"The Sheik," George Melford's special, is continuing its record-breaking run in Sydney, where it is enjoying the ninth week of record-breaking prosperity, according to a cable received by E. E. Shauer, director of our Foreign Department. So great has been the demand for seats at the Globe Theatre, one of the leading theatres in Sydney, that arrangements have been made to extend the run for from two to four weeks and possibly longer.

So exceptional has been "The Sheik's" run at the Globe that it has been necessary to order additional prints so that bookings made for the picture in other Australian cities may be filled. All box office records for receipts and length of run have been smashed by this spectacular success, cables Managing Director John W. Hicks.

Paramount Week Prizes

(Continued from Page 4)

mount Week, has been worked out by Mr. Kent and will be divided as follows:

\$2,000 in cash to the Manager who makes the first showing Paramount Week, to be paid to the Manager individually.

1,250 second prize.

750 third prize.

500 fourth prize.

300 fifth prize.

200 sixth prize.

The results to be determined by the committee.

This makes in all for prize money to be distributed this year, \$15,000, which is no small sum to shoot at.

Plans for the distribution of the prize money was worked out by the committee and Mr. Kent and is just as fair as it possibly can be and the thought and time given by the committee on these plans ran into many hours.

We can see now where the race is going to be the fastest and liveliest on to date.

Schlosser Comments

F. W. Schlosser, Chief Accountant at the Kansas City Exchange, after reading the article in PEP by Mr. G. E. Akers, on the guarantee and percentage arrangement, says:

The article in PEP on guarantee and percentage arrangement is one that every salesman should study and I can well appreciate the viewpoint expressed in this article from the thousands of reports handled thru our office.

I can say that at least half of these reports have sent the first thought thru my mind as to whether we are receiving a square deal or not.

Ninety-nine per cent. of such reports are due to lack of advertising on the part of the exhibitor because the very word "percentage" makes many of them think that the engagement will take care of itself.

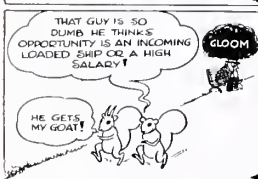
The salesman, when taking such contracts, should immediately get the proper order for advertising accessories and also a check so that the accessories department can whip his material in plenty of time, and a copy of this order should accompany the contract to the home office.

Indeed, if every salesman would study this article on percentage arrangement, they would derive great help in taking contracts if there is to be any more. F. W. SCHLOSSER.

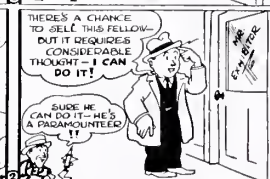
This is the proper viewpoint to take on these percentage arrangements and in regard to these various propositions S. R. Kent spoke at length on the best possible course to take in this respect.

Branch and District Managers have no doubt given his message to the sales force by this time.

THE GOAT GETTER



THE GO GET 'EM



A Pittsburgh Lobby Display



Recently Bill Robson, Exploiteer at Pittsburgh, devised a unique lobby display for "Saturday Night."

In order to convince the readers of Pep that he had such a scheme, he had the girls from the Pittsburgh office ascend to the roof and pose for the above photo. That they are a peppy looking bunch goes without saying.

This Letter Tells the Story

Mr. Harry Danto,
Famous Players-Lasky Corp. Exchange,
New York City.

Dear Mr. Danto: Just a few lines to let you know that the Laurel Wreath should be awarded Famous for the exceptionally fine service we received during the past twenty-four hours.

My requests for booking changes so we could play "BEYOND THE ROCKS" early in May went through with lightning rapidity and today we received in the morning mail confirmation of every booking, a 100 per cent. service. Order for advertising was immediately filled and within twenty-four hours we were all set on a new programme and advertising displayed.

Please pass along our appreciation to the booking department and advertising department and let them know that this 100 per cent. service is a demonstration that you and your assistants are all on the job.

Very truly yours,
BARDAVON THEATRES CORP.,
By Geo. W. Davids,
Manager.

New in Our Fold



The greatest addition to our fold is Joseph F. Samuels, who joined our happy family in the capacity of salesman at the Salt Lake Exchange.

We welcome you most heartily, Mr. Samuels.

Jos. F. Samuels



Is My Hat on Straight?



Asks George Melford, director, when Penrhyn Stanlaws, director, at one time an illustrator, draws a sketch of him. George Fitzmaurice is in the back looking on.

These are three of our well-known directors at the West Coast.

The Whole Works



Speaking of compactness and utility, Gloria Swanson has a make-up table which is probably the most convenient ever constructed. It was given to her as a Christmas present.

Folded up, it carries like a suit case, and open, it serves as a reading and writing table; the top raised forms a mirror and spaces for make-up, brushes, combs, etc.

The whole thing weighs only a few pounds and Miss Swanson uses it continually both on the set and on location.

"It surely fills the verbal, long-felt want," says Miss Swanson.

Betty Compson's New Picture, "The Bonded Woman" Presents Both Sides of South Sea Island Life

Both sides of South Sea Island life are presented in "The Bonded Woman," Betty Compson's latest starring feature.

Some authors and globe-trotters maintain that the South Pacific is an idyllic paradise of love and languor, while others, using the same examples, say that the islands are full of immorality and disease. In the picture, John Bowers, the leading man, goes to one island and finds all the hula girls and diversion that he's looking for. Then Miss Compson, as the heroine, comes along and takes him to another island—an uninhabited one, however,—and reforms him completely. So it's more a matter of inclination than of latitude.

The scenario of "The Bonded Woman" was prepared by Albert S. LeVino, and Philip Rosen directed.

MR. PEP SAYS:

Economy is wealth. Save the pennies. It only takes about 200 of them to make a dollar.

Returns to the Fold



Sylvia Breamer

After a long absence, Sylvia Breamer has returned to our fold as leading woman for Jack Holt in his latest production, "The Man Unconquerable."

Perhaps many of us will remember Miss Breamer when she played in one of the old Paramount productions, "Missing."

Miss Breamer says it seems like old times to come back under the Paramount banner.

Lots Doing at West Coast

All Units Exceedingly Busy on Coming Productions

By Shirk

Thomas Meighan is back from Chicago to start work in Cecil B. DeMille's "Manslaughter." While in the Windy City Tom took a print of "The Bachelor Daddy" out to the Crippled Children's Hospital and it was exhibited for the benefit of the kiddies. That they were made happy thereby goes without saying.

Mr. Meighan, who was accompanied by Mrs. Meighan and Alfred Green, the director, went down to George Ade's farm at Brooke, Ind., where the first print of "Our Leading Citizen" was shown to the author. This was Ade's first original screen story, which he wrote expressly for Meighan. He was delighted with it. They sat down and re-edited it, revised some of the titles, and it is now as near "Ade" as it could be made.

Frank E. Woods, who with Perley Poore Sheehan is writing the adaptation of "The Old Homestead" for us, says the picture will have a universal theme and be one of the biggest pictures ever made from every point of view. Theodore Roberts should make a wonderful Uncle Joshua and T. Roy Barnes as Happy Jack will be perfect. Fritz Ridgeway plays Rickety Ann. Others to be announced later. James Cruze is to direct and the supervision is by Walter Woods. Julien Josephson will do the continuity. The tremendous story is being written around the original plot of which the characters and sentiment are being retained intact.

Nita Naldi has returned to New York after completing her part in "Blood and Sand," which is a Fred Niblo production. Rodolph Valentino is star and Lila Lee has the feminine leading rôle of Carmen.

Jerome Beatty has returned to New York after a busy month at the Lasky Studio.

Rodolph Valentino goes to San Francisco May 5th to appear at the mammoth benefit to be given by the Mayor's Citizen Committee to raise funds to help entertain the disabled veterans at the Convention June 26-30 of the Disabled American Veterans of the World War. Mr. Valentino will be escorted by a squadron of cavalry and prominent officials to the hotel and will be royally welcomed.

Wallace Reid is getting ready to start "The Ghost Breaker" under Alfred Green's direction. Lila Lee will be his lead. It's going to be a corking melodrama with all kinds of thrill and much romance. Jack Cunningham is the adaptor.

Betty Compson is expected back shortly from location where she is finishing up Albert Shelby LeVino's "The Bonded Woman" under Philip Rosen's direction. She will then start work with Bert Lytell in the picture, "To Have and To Hold," adapted by Ouida Bergere and produced by George Fitzmaurice. Theodore Kosloff plays Lord Carnal in the picture.

Penrhyn Stanlaws is getting ready for "Pink Gods," his next production. Bebe Daniels, James Kirkwood, Anna Q. Nilsson, Raymond Hatton, and Adolphe Menjou are part of a colossal cast. J. E. Nash and Sonya Levien are the adaptors.

(Continued on next page, 2d Col.)

To Have and to Hold



Who wouldn't love to hold her, says Rodolph Valentino. And guess who she is? Bebe Daniels' little cousin.

The other two young ladies are Lois Wilson and Bebe Daniels.

I trust in Nature for the stable laws of beauty and utility. Spring shall plant and autumn garner to the end of time. I trust in God,—the right shall be the right and other than the wrong, while He endures. I trust in my own soul, that can perceive the outward and the inward,—Nature's good and God's.
—Browning.

Bargain Picture is "Borderland"

Undoubtedly built to fit the psychology of the incorrigible bargain hunter is "Borderland," a new Agnes Ayres picture which is now in production. Not only are there two complete plots for the price of one but there are two leading men, two "villains," two cute little "kiddies"—and the star plays three distinct parts!

"Borderland" was written by Beulah Marie Dix, author of a number of stage and cinema successes, and is said to make excellent dramatic use of the fanciful features of the supernatural. Paul Powell, directing the production, claims for it the same appeal possessed by such stage successes as "The Return of Peter Grimm" and "Peter Pan."

A New Fashion Hit



Gloria Swanson

Here is the latest style in hosiery introduced by Gloria Swanson, which has taken Los Angeles by storm.

The style is this: the ankles and lower limbs are painted in whatever design is desired. Sheer silk stockings are worn, and the effect is startling. Try it, girls.



Fire Scene Staged for "The Siren Call"

A big fire scene was put on last week at the Lasky studio on the set of Irvin Willat's production, "The Siren Call," in which Dorothy Dalton is featured. This picture is laid in Alaska and a tremendous set shows the interior of a great casino or dance hall and bar with ornate decorations.

A big time is in progress when a burst of flame and heavy volumes of smoke send the revellers pell-mell for the exits. It was like a stampede and no small task for the director and his assistants to get everybody off the stage in quick time. Then they all had to come back, tables had to be righted and chairs placed on their legs again to make another shot of the same incident. J. E. Nash wrote "The Siren Call" and he, with Philip Hurn, adapted it.



Bring on the Summer



Lois Wilson

So says Lois Wilson, one of our leading women, who is a lover of the tennis game.

We understand that Miss Wilson racks a raky racket. After she finishes "lobbing" a few her opponent is ready to call quits.

Can You Imagine It?



It's terrible the things these stars do to a scenario writer. Here's Albert Shelby LeVino being handled pretty roughly. We hope he will survive this brutal treatment. However, he seems to be thoroughly enjoying having his hair pulled by Bebe Daniels, while Betty

Compson threatens to hit him with a tube of grease paint.

PEP

Lots Doing—

(Continued from preceding page)

Jack Holt will soon finish "The Man Unconquerable," by Julien Josephson from Hamilton Smith's original. Joseph Henabery directing.

Irvin Willat has been managing big crowds lately for "The Siren Call," featuring Dorothy Dalton. In his production a great casino in Alaska furnishes some local color that is admirable. J. E. Nash wrote the story and it was adapted by the author and Philip Hurn. David Powell has the male lead and Mitchell Lewis is in a fine character rôle.

Cecil B. DeMille, after several months away from the studio or at least not engaged in producing, is now at work on "Manslaughter," which will be a splendid picture from all accounts. Jeanie Macpherson is the author, the basis of the story being the novel of the same name by Alice Duer Miller. Thomas Meighan, Leatrice Joy, Lois Wilson and others will be in the cast.

"Borderland" is getting into some of the most interesting episodes and Agnes Ayres, the star, is doing some of the most important acting of her career. Paul Powell is directing. The star plays virtually three rôles and the story is semi-phyhic in character yet with an appeal that will prove irresistible. Beulah Marie Dix wrote it.

Up on the desert—Oxnard, Cal.—George Melford, with a big camp and hundreds of people, livestock and equipment, is making Arthur Weigall's "Burning Sands." Olga Printzlau and Waldemar Young made the adaptation. Milton Sills, Wanda Hawley are featured and there's a corking cast throughout. It will be a real rival of "The Sheik" from all accounts.

Weather fine for the First of May. Let's go!

To Make A Go Of Your Business—Keep Going Yourself



The Pepville Gazette



Vol. 6. No. 45

MONDAY, MAY 15, 1922

Price: Pep

THE PEPPVILLE GAZETTE
PUBLISHED WEEKLY

Entered at the Postoffice through the Mail Slo,

Editor's Office:
All Excited Like

Weather:
Too Good To Be True.

Toronto Wires

The following wire was sent from the Toronto Exchange recently: "KINDLY RETURN 'CRADLE' AND 'FIND THE WOMAN' TONIGHT SURE."

Why They Are Clear

Said one Dist. Mgr. to Buxbaum while at the Convention recently: "How is it the sky is so much clearer in N. Y. than out our way?"

To which Buxbaum replied: "We have sky-scrappers in New York."

These Modern Dances

Flapper: "No, I can't waltz this one with you, I'm too danced out."

Gallant Stude: "Naw! Y'aint so damned stout, you're just nice and plump."—W.H.B.

Stop!

"Well! What are you stopping for?" asked the young man, as the taxi came to a halt in the middle of the block.

"I heard the lady say 'Stop,'" said the taxi driver.

"Well, she wasn't talking to you, was she?"—Kreolite News.

Force of Habit

Preacher (solemnly): "Rastus, do yo' take dis here woman for better or for worse?"

Rastus (from the force of habit): "Pahson, Ah shoots it all!"—Wayside Tales.

Last Minute News

JESSE LASKY SAILED FOR EUROPE SATURDAY—WILL CONFER WITH AUTHORS ABROAD—STORY NEXT WEEK

RODOLPH VALENTINO ENGAGED TO DAUGHTER OF RICHARD HUDNUT

OMAHA CONVENTION GREAT SUCCESS—SALESMEN FROM MINNEAPOLIS, DES MOINES AND OMAHA ATTEND—MESSRS. WOBBER, AKERS, MARCUS, LIBEAU AND REISMAN TALKED—STORY NEXT WEEK

MESSRS. WOBBER AND MARCUS HOLD WONDERFUL SALES MEETING AT SALT LAKE

BLUE BIRD

They Strike Him Right



41

without a
single alibi



THAT'S YOUR SLOGAN, BOYS

Forty-One Without A Single Alibi

Snappy Convention Held at Omaha, May 8th and 9th, is Responsible for the Slogan Which Has Been Adopted Nationally by Mr. Kent

True to their word, the District and Branch Managers throughout the country returned to their respective territories from the historic convention at the Home Office and held the most enthusiastic sales meetings ever on record in their offices.

The first lively meeting opened up at Omaha when the entire sales force from Minneapolis, Des Moines and Omaha gathered there to hear Messrs. Wobber, Akers, Marcus, LiBeau and Reisman.

As contained in a telegram received by Mr. Kent from Phil Reisman, the most enthusiastic and constructive sales meeting ever held there was put over 100%. Mr. Wobber's talk on production was truly inspiring to the boys and the handling of the other subjects by Messrs. Akers, Marcus, LiBeau and Reisman was masterful.

"It is impossible for me to express the feeling of the boys to you," said Mr. Reisman, "in this telegram, and so they have decided to do it themselves."

Mr. Kent received this enthusiastic telegram from the entire sales force of the three offices and was greatly inspired by their pledge to him.

In the midst of the discussion, perhaps one of the most unique slogans suggested to date was put up by one of the salesmen—"Forty-One Without A Single Alibi." The credit for this snappy slogan goes to Messrs. G. A. Durlam and C. F. Rose of Minneapolis.

Upon receipt of this slogan Mr. Kent immediately adopted it nationally and everybody is out now with those words on their flag in their march to victory.

At the conclusion of the Omaha Convention, Messrs. Wobber and Marcus continued on to Salt Lake City and again duplicated the meeting held at Omaha. Mr. Marcus wired in to Mr. Kent after the meeting that the slogan "Forty-One Without A Single Alibi" was accepted with cheers and they are out to deliver more than their share of the results.

Following close to these two meetings, Messrs. Akers, LiBeau and McMannus conducted a rousing sales meeting at Kansas City. In keeping with the whole-hearted support, Kansas City pledged to Mr. Zukor, Mr. Lasky, directors, stars and everybody that the entire personnel of District No. 6 would give fullest co-operation and have unanimously adopted their slogan and pledge to make Paramount Week bigger and better than ever.

The above information was contained in a brief but enthusiastic telegram signed by the committee consisting of Messrs. Defrenne, McVey and Kingsmore.

Meetings have been held all over the country, but never before have such wires of confidence been sent in to the Home Office as have been received the last few days. Mr. Kent is literally overjoyed at the pledges of all and says it will be the greatest feat of distribution that was ever conducted by the Famous Players-Lasky Corporation.

"Forty-One Without A Single Alibi."

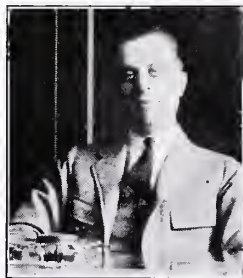
That's your slogan.

Swear by it.

Stand by it.

They say John D. Rockefeller has never shown signs of temper in thirty years. He controls himself and he controls the greatest industry on earth. "Get the Idea?"

Our Toronto Manager



Morris Milligan

We take a great deal of pleasure in introducing men of the calibre of Morris Milligan, Manager of our Toronto office.

Mr. Milligan is a live wire and possesses a wonderful personality.

Winnipeg Wins Again

Retain Paramount Blue Ribbon Week Cup for Canada

After very careful work on the part of Wm. Bach, general manager for Canada, and W. J. O'Neill, auditor, the results of the Paramount Blue Ribbon Week contest have been figured out and Winnipeg retains the George Weeks Cup which they won for the first time last year.

In order to give each office an absolutely fair chance to lift the cup, the figures were based both on the basis of the old quotas for each exchange and also on the basis of the budget quota. As a result of both these comparisons, Winnipeg led without a shadow of a doubt.

Carl Weeks, who was recently promoted to the managership at Winnipeg from the Toronto sales force, certainly deserves credit for keeping his teeth on the trophy as he had severe opposition. However, he was determined that the Weeks Cup should "stay in the family."

The standing of all Canadian offices:

1. Winnipeg.
2. Montreal.
3. Calgary.
4. Vancouver.
5. Toronto and St. John tied.

Blue Ribbon Week was the week of April 17th. This is an annual Canadian effort, immediately following Lent, and all offices did particularly well this year considering that the special week followed almost immediately the 10th Anniversary Drive.

As Bill Bach says: "Our success for the various drives are after all due to the loyal and untiring efforts of our Canadian Branch Managers and their lively staffs, including everybody in their office."

Where There Is Life—There Should Be Paramount Pictures

They're At It Again

The Famous Trio, Ballance, Weeks and Akers, Don Their Armor for the Second Battle of Supremacy and Hurl Challenges at Each Other

In spite of the fact that Division One, under the guiding hand of H. G. Ballance, came home with the bacon on the recent drive, George Weeks issued a challenge while the convention was in session, in writing to Divisions One and Two. This challenge was signed by Messrs. Weeks, Given, Bernstein, Ross, Reagan, Fontaine, Hughes, Bach, Wallace, Elder, Milligan and Dugger.

After the meeting, however, the three generals got together and decided that the challenge issued by Mr. Weeks be put aside for several reasons and a new one by General Akers accepted.

This was unanimously agreed upon by all and Mr. Akers issued a challenge based on the results of the Paramount Week Contest, and stated that Division Three collectively will average, per exchange, more points based on the rulings of the committee on the Paramount Week Contest than the exchange in either Divisions One or Two.

Attractive Cup at Stake

The winner is to receive a cup costing approximately \$350.00, this to be paid for by the losing Division. This cup is to be made from a design selected by a committee composed of Messrs. Wobber, Marcus, LiBeau and Reisman. The design has already been selected and will be reproduced in PEP in the near future.

This cup is to remain in the possession of the winning Division for a period of one year and is to be again competed for each succeeding year on Paramount Week results, by the various divisions.

Before General Akers left his office the same day he issued the challenge, he was in receipt of snappy replies from Generals Ballance and Weeks.

Division One has adopted for their divisional slogan, "The Dependable Division."

George Weeks sticks to his original slogan, "The Fighting Division," and Jerry Akers' new adopted slogan is "The Speed Division."

Taking all three of the above slogans into consideration, one cannot help but be assured of a lively battle which will bring about results that will be most gratifying to the executives of the corporation.

After being swamped with the wonderful wires, letters, memoranda, etc., of assurances from the field, brains and eloquence are at a premium to typify in writing the feeling of the men on a drive that promises to eclipse anything ever attempted by a corporation in our line of business.

More power to them all and don't forget that while divisional hats are in the ring, for all of us it must be—

FORTY-ONE WITHOUT A SINGLE ALIBI.

A Challenge

On September 28th, 1921, the Arcade Theatre at Indianapolis opened with solid dates for Paramount. They have daily changes and their program includes features, short subjects, travelogs and comedies.

Recently Shorty Hancock called on the manager, and now he is booked and the contract's closed till September 17th, 1922. Now all you fellow salesmen, see if you can beat Shorty's record.

Bloch Honored

It now comes to light that when P. A. Bloch, recently transferred as Branch Manager to the Philadelphia Exchange, left the Cleveland Exchange, he was the recipient of a mahogany humidor in consideration of his genial personality and good will to the employees of the exchange by every member attached to that office.

He also received a very beautiful cigar case, which was presented to him by the F. I. L. M. Club in Cleveland.

A Pledge to Kent

The following letter was sent to Mr. Kent at the home office, and Louis Marcus at Salt Lake, from the sales department at the Salt Lake and Denver Exchanges, while they were in convention at Salt Lake.

Gentlemen:

We have heard the word! It's a good word! It's a word brim full of enthusiasm! It's a big word brought to us by the big men—Mr. Marcus and Mr. Wobber.

When Mr. Kent and associates in that little bungalow at Del Monte made their pledge to Mr. Zukor and Mr. Lasky we feel that they made only an ordinary pledge. Each and every member of the sales forces in Salt Lake and Denver Exchanges pledge you not only 100% results, but many times that.

Directors and stars are artistic and flowery in presenting their pledges. We are cold—blunt, hard-hearted salesmen and in the way that typifies a salesman's spirit, we pledge you. "We Will Deliver!"

Accept this collectively and individually from the sales forces of Salt Lake and Denver, as their pledges to deliver far beyond your expectations.

Signed

DENVER—M. S. Wilson, Branch Manager; H. W. Braly, M. S. Cohn, H. Antin, J. H. Grainger, A. E. Dickson and E. J. Redd, Salesmen; K. O. Renaud, Exploitation Rep.

SALT LAKE—O. Wog, Branch Manager; L. J. McGinley, J. A. English, L. E. Tillman, J. D. Samuels, Salesmen; F. J. Murphy, Booker; Rick Ricketson, Exploiteer, and Clarence Key, Office Manager.

PARAMOUNT PEP

"BUT ABOVE ALL THINGS,
TRUTH BEARETH AWAY THE VICTORY"

This Publication is Distributed Only to Officials and Employees
of the
FAMOUS PLAYERS-LASKY CORPORATION
Its Contents are Strictly Confidential

PAUL L. MORGAN - - - - - Editor

Vol. 6 May 22, 1922 No. 46

Wasting His Time?

Once upon a time—so the story goes—a certain salesman happened upon another in a so-called jirk-water town and noticed that the latter had a bunch of postal cards upon his knee and was sitting on a soap box addressing them.

Said the first salesman, "I am surprised, old top, I always thought you were a live wire; you seem to be wasting your time here sending postal cards to one in every port,—yes, wasting your time when you could be going over your list of prospects."

Said the second salesman, "You're wrong, skipper, you have it just backwards, I am timing my waste in doing my tomorrow's business."

First salesman, "What do you mean, bohunk, how can you do tomorrow's business today, they say tomorrow never comes?"

Second salesman, "such as you believe, Doc, and contrary to your thoughts I am sending these postal cards to sweethearts in my business—exhibitors—in the towns I am to visit and I'm not saying anything about price either, so you see while waiting for my train I have made a preliminary call on a dozen exhibitors while you were reading the ball news to find out where the 'jankees' stand."

The boy with the postal cards certainly had an eye for business and was writing his exhibitors en route, on the back of postal cards carrying picturesque views of the town he was in and you can bet the last "simoleon" that many a contract with play dates was taken on the strength of this little stunt.

It may seem foolish to a few of us as it did to the salesman who questioned his procedure, but if this is termed a foolish move by you, then it behooves us to be a little foolish now and then.

The above little narrative is true and actually happened and the fellow who sends the postal cards is the fellow who is getting the business today, not just alone from the idea of the picture, the card and the one cent stamp, but the fact that he is a go-getter and is timing his waste time instead of wasting his time.

A Colonel in Our Midst

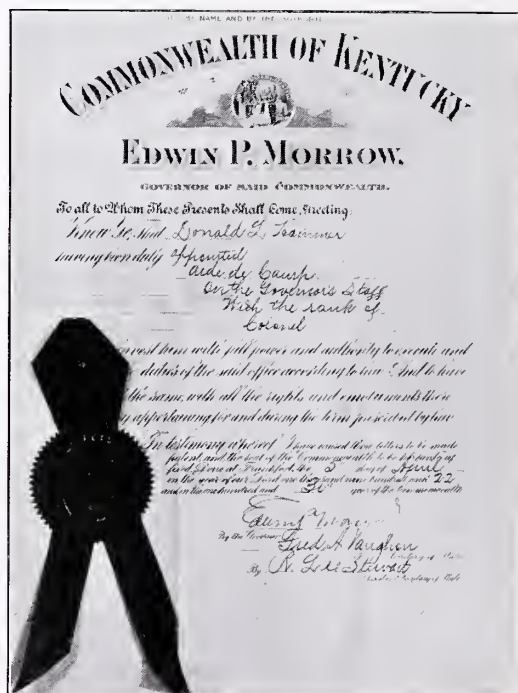


Donald L. Hammer

News comes to us that Donald Hammer, salesman out of the Indianapolis Exchange has been appointed to the staff of Governor Morrow of Kentucky, giving him the rank of Colonel.

First, we must congratulate Mr. Hammer on his new appointment and do further and incorporate in these congratulations, the reason given by the Governor himself for Hammer being appointed.

Never before in the history of motion pictures has a Governor of a State appointed a man on his staff, especially with the rank of colonel, in recognition of the man's efforts in bringing better motion pictures into the state—that was the chief reason for the Governor awarding this decision in appointing a salesman from our Indianapolis staff to this important and honorable post.



Above is a reproduction of the certificate received by Mr. Hammer and also a photo of the lively salesman, known to his colleagues as Don.

Again we congratulate you, Mr. Hammer.

Brains and Pep—Take 'em With You

Kansas City Convention Knock's 'Em Cold

**Most Wonderful Convention Held in That Territory Since its Existence
(Special to Pep)**

At 10 o'clock on the morning of May 15th G. E. Akers called to order the convention of the Kansas City and St. Louis offices, at Kansas City.

It surely was the biggest and most eventful day for all those present, for when the meeting was called to order by Mr. Akers each man was presented with a copy of that wonderful contract getter which describes at length the next forty-one pictures. The new book was a slap right between the eyes.

Mr. Akers then started with the first and went through the entire list, carefully analysing and explaining each production. And he emphasized the big reason which makes Paramount preëminent in the industry: that no picture is made unless every one connected with it from director down is thoroughly sold on the story. His talk was punctuated by stories of the studios having to do with the various productions and how scenarios were passed from one master hand to another in the intensive search for perfection. He further spoke of Paramount being the only company to send cameramen all over the country—all over the world—so that scenes would be photographed in the locale of the story; and of the hot flame of realism which caused Miss Macpherson to spend a few days in the Detroit jails so that her script on "Manslaughter" would be true. And again of the brains behind the organization which makes for the solid foundation of content and harmony between our Production and Sales Departments.

Mr. Akers spoke sincerely. His words were laden with pride; love for the organization coated each sentence. It was not the perfunctory hot air of one who felt that a disagreeable job had to be done. It was the message of a joyous leader bringing happiness to his loyal legion.

And how the boys ate it up! Picture after picture elicited choruses of oohs and ahs until it seemed that the cup of bliss was eternally overflowing and when the meeting was adjourned for luncheon the very atmosphere seemed to fairly crackle.

Mr. Akers then read copies of the telegraphic pledges from the authors, stars and directors to Mr. Lasky, which were sent during the New York Convention, and if a furtive tear stole down the faces of some of the audience caused by the sincerity of those wonderful messages, it was entirely excusable. They were positively uplifting.

But all the previous joy shocks were nothing but a feather tickle to the one which smote the listeners when Mr. LiBeau arose and announced the Paramount Week prizes. He also showed the proofs on the national advertising which would assist the salesmen in booking Paramount Week, and when he further announced that irrespective of size any town which booked six days of Paramount Week would be given newspaper advertising, Bill Warner just about swooned.

Then Mr. McManus of St. Louis spoke of the trade-mark in his usual inimitable Celtic manner, combining rich humor with undeniable facts, and before adjourning for the afternoon Mr. LiBeau appointed Messrs. Kingsmore, De Frenne and McVey as a committee to draft wires to Messrs.

(Continued on Page 11, 2d Col.)

Does It Pay?

Here's a good example of how Paramount salesmen in Toronto overcome "competition":

Forrest, Ont., is a village of 600 population. It was on Ed Rosecan's route. He was told by another salesman representing another exchange that it would be wasting a lot of time to go there as it was an out-of-the-way point and that the custom of all the film salesmen was to call this exhibitor on the telephone and transact their business in that way. But this isn't the Paramount method. Ed went to Forrest and sold service for 6 months, taking the theatre's entire time. Said the exhibitor: "You are the first film salesman that has ever called on me. Frankly, had you telephoned, you would not have received a contract."

Cincinnati Salesmanship De Luxe

Art Holah, salesman for zone 1, sold eighty Paramount Pictures to the Strand Theatre, Covington, Ky., to be used in one hundred consecutive playing dates without any interruption!

The newest sales proposition for PARAMOUNT WEEK ever heard of was brought in by George Yule, salesman for Zone 6. He sold one of his accounts solid for PARAMOUNT WEEK this year and for all intervening time up to and including PARAMOUNT WEEK of next year! Can **you** beat it?

Congratulations

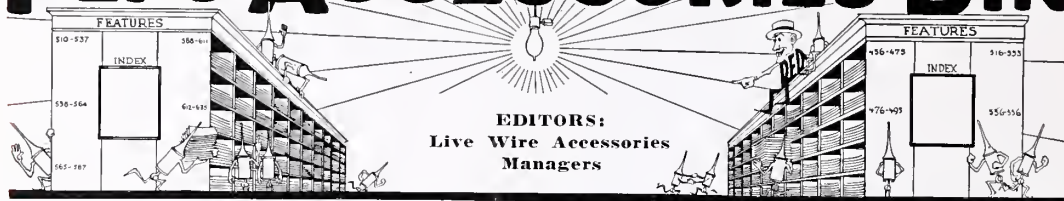
In a special communication to PEP, we are advised that Martin Kummer, in charge of the Powers Tabulating Machine Division of the Exchange Accounting Department is the proud daddy of an eight-pound baby boy, presented to him last week.

Congratulations, Mr. and Mrs. Kummer.

MR. PEP SAYS:

The way of practice is lettered with the debris of theory.

PEP'S ACCESSORIES BIN



(Send in the best accessories slogan for this space, and win ten dollars)

"Faith and Responsibility"

THAT implicit faith and one hundred per cent. confidence in Paramount product on which Mr. Kent has so sincerely and forcefully dwelt, must be carried to all points of the Paramount compass.

I say to you accessories men positively, that today the Paramount organization is one hundred per cent. sold on the tremendous values of its advertising accessories.

And again I wish you to recount with me many different steps forward, any one of which should be enough to instill into each and everyone of you that spirit of contagious confidence.

Boys, you have ahead of you without doubt, and without fear of contradiction, the greatest "showman's" advertising accessories ever offered by an organization to its exhibitors.

You have the Quantity Price Schedule with which to sell them, which comes right from the heart of a salesman's psychology.

Your District and Branch Managers in Convention have spontaneously put their endorsement on this material and have pledged the ceaseless efforts of their entire selling forces to get the proper display on Paramount Pictures.

You have the product. You have the personnel and the vehicle for selling it. If, with these weapons in your hands you cannot gain and hold the respect and attention of everyone, both inside and outside the Exchange, look to yourself for the answer.

You are specialists in accessories. The great responsibility rests with you. Your faith will read itself into everything you do.

What will YOUR answer be?

MEL. A. SHAUER.

"Paramount Week Prizes"

There will be special Paramount Week prizes for Accessories men delivering the best business from their offices during the period in question.

These prizes will be handled separately from the general award of Paramount Week prizes. You will hear about them in plenty of time but do not forget that every Accessories Manager has a chance to win a prize regardless of whether his office wins Paramount Week or not.

PEP'S ACCESSORIES BIN

CONTINUED

Sales I Have Made

"Miss B. Kissinger, our Form 47 Clerk, sold 3,000 heralds on 'THE SHEIK' to an account who has never used more than 1,000."

R. DAVIS,
Pittsburgh Accessories Manager.

Since February 18th to date we have shipped 2500 gilt frames from the Storehouse. This is for your information.
Sales plus service!

D. F. HYNES,
Manager, Storehouse.

"The week of May 6th we sold 22,000 heralds on 'BEYOND THE ROCKS.'"

"As a result of the Quantity Price Schedule we are selling more lithographs than ever before."

I. W. FISCHER,
Minneapolis Accessories Manager.

"I have just completed a five-day trip covering nine Ohio towns including Springfield, Middletown, Hamilton, Dayton and Columbus. I visited ten theatres in those different towns.

"My results were as follows:

"Immediate sale of 54 gilt frames, 26,500 heralds, 600 window cards.

"Of course I sold just as many insert cards as I did frames and will keep them filled up in the future, I can assure you.

"Altho the above figures represent immediate sales, please bear in mind that most of the exhibitors promised to take same amounts which I sold them on every picture they book in the future.

"I like these personal visits with exhibitors."

SAM COHEN,
Cincinnati Accessories Manager.

So do we like 'em, Sammy!

During the week of the 29th, our net accessories sales were \$1,968.44. For the week of May 6th, they were \$2,210.20.

"In the two weeks we sold 4,500 one-sheets, 1,417 threes, 661 sixes and 234 twenty-four sheets."

O. L. FREEMAN,
Atlanta Accessories Manager.

Dallas, look out!

"For week of April 29th, our net sales were \$1,330.13, May 6th, \$939.78. During the two weeks we sold 3,056 one-sheets, 775 threes, 254 sixes, 526 insert cards and 64,450 heralds."

T. B. WARFORD,
Oklahoma Accessories Manager.

Keep this up, Oklahoma! We can get all the space we need for the Bin.

(Continued in next Col.)

These Wires Mean Something

Kansas City, Mo.

Mel Shauer

Home Office, N. Y.

District six in meeting today heartily endorse plan to insure wider distribution and unanimously agreed to pledge that all sales on specials be accompanied by accessories order sufficiently large to insure their success at box office. Your quantity sales plan, next to forthcoming productions, greatest step forward ever taken for direct benefit to exhibitors and pictures alike.

(Signed) Defrenne, McVey, Kingsmore,
Committee Dist. Six.

"Just returned from sales conference Pacific Coast offices headed by Mr. Wobber. Enthusiasm displayed and recognition of importance of Accessories Department positively inspiring."

J. A. CLARK,
San Francisco Accessories Mgr.

Sales I Have Made

(Continued)

"I sold the Regent Theatre, Dunkirk, 3 additional twenty-fours, 4 additional threes and 3 additional sixes on all productions to be exhibited at this theatre."

R. L. WILLIAMS,
Buffalo Accessories Manager.

These additional items were sold on the strength of the Quantity Price Schedule only, and they represent an increase over an order which was already quite substantial.

How many sales like this can YOU make?

"Today we wired you for 50 insert frames. This is the second order for insert frames which we have placed within the last ten days, and don't be surprised if we place another within the next ten days, for the same amount.

"We are going out to sell more insert cards than any Exchange in the country."

J. A. CLARK,
San Francisco Accessories Manager.
"Call for Mr. Collins of Boston!"

"For ten weeks we have turned in an average net sales figure for accessories which is approximately 18½% above our weekly quota."

W. D. BRINK,
Portland, Ore., Access. Manager.

And we want to add that Mr. Brink and his Department have built this up from a performance which was much smaller. This is the kind of development we like to see.

Exploitation Counts in Australia

Up-to-Date Methods Used in Putting Over "The Sheik" to Phenomenal Results

By O. R. Geyer

Australia is proving a fertile field for advanced exploitation methods, if one may judge from the results obtained in "putting over" the George Melford special, "The Sheik," now in the twelfth week of its unprecedented run at the Globe Theatre in Sydney. Reports received by E. E. Shauer, director of our Foreign Department, indicate that one of the reasons for the phenomenal success of "The Sheik" has been the use of up-to-date exploitation methods.

Shortly after "The Sheik" settled into its long run arrangements were made with Lever Brothers, the largest manufacturers of perfumes and soaps, for a clever souvenir. Beautifully printed pictures of Rodolph Valentino as the sheik were perfumed with one of Australia's best known and most costly perfumes known as "Indiasia," and were given away to the patrons of the Globe, whose eagerness to see "The Sheik" has resulted in the use of S. R. O. signs by the theatre management for the last seven weeks. In addition the entire theatre auditorium was perfumed with this rare scent, lending an oriental atmosphere to the theatre which did much to put over the picture.

The tie-up with Lever Brothers did not end here, however, as the manufacturers spent approximately \$2,000 in advertising "The Sheik" in connection with their perfumes. These advertisements were written by Percy L. Curtis of our Advertising Department in Sydney, and were 75% Paramount.

So great was the public interest in "The Sheik" that booksellers in the state of New South Wales, of which Sydney is the capital, reported increased sales of 500 copies of the book per day during the first three days of the showing. Since that time the sales of the book have increased enormously and, like the picture, is Australia's best seller.

An indication of the tremendous sensation created by "The Sheik" is the fact that approximately thirty-five per cent. of the Globe's business during the eleven weeks has been of the repeat variety, according to our managing director, John W. Hicks, Jr. Scores of persons have visited the theatre from two to five times, and one woman is boasting of the fact that she has seen the big picture ten times, and will see it again before the end of the run.



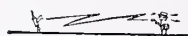
Seattle News

R. A. Churton—Correspondent

We have with us today the happiest man on film row, Mr. Walter West, who has just come out victorious in the question of the day—"Do I go to Frisco with the bunch?" He does! Ain't it a grand and glorious feeling?

We have a Fiji Islander in our midst. Ah, no! As our gaze travels still higher, we find it is our familiar little Fanny with one of the new fringe skirts.

The latest addition to our office force is Miss Thea Knudson, who has the position of ledger keeper. Miss Knudson has already found a warm place in our hearts.



K-K-K-K-Kitty



Kitty Flynn

The Booking Department of the New York Exchange was in decidedly gala array on April 18th, and the occasion for the same was the birthday of Miss Kitty Flynn, that charming young lady who presides so efficiently at her booking desk in the New York Exchange.

We finally succeeded in landing a photo of her.

It would perhaps embarrass Miss Kitty if the truth were told about the various and sundry decorations reposing on, in and around her desk, and as far be it from the likes of us to say that among the most dignified of these were a very handsome black leather traveling case, silk-lined, containing a beautiful amber set. This was open on the desk, filled with a tastefully arranged bouquet of flowers, and alongside quite an expressive card, in that it read "To our Kitty Dear, congratulating her on her —nth birthday."

All this was a complete surprise to Kitty, as she had been tactfully inveigled to leave the office for a short time, during which all arrangements were made, and the result was that she was at first too overwhelmed for speech, but then Kitty's sweet nature asserted itself and after heartily thanking everyone, the lovely bouquet came to a rather depleted end, owing to the fact that everyone in the office was the recipient of a posy.

As to the aforementioned embarrassing details of the decorations, to give a ray of hope to the curious it is hardly possible that upon personal application to Miss Flynn that she will refuse to exhibit them.

PEP 

Deane Says:

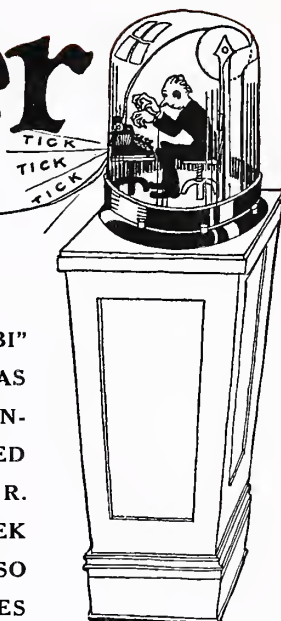
Advices from my brother indicate that the popular expression down in Sydney is not

"Have you seen 'The Sheik'?"

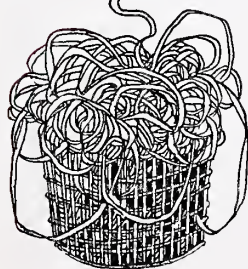
but

"How many times have you seen 'The Sheik'?"

Pep's Ticker



"FORTY-ONE WITHOUT A SINGLE ALIBI"
 . . . THIS IS THE SLOGAN THAT WAS
 HATCHED FROM THE RECENT CONVEN-
 TION AT OMAHA . . . HAS BEEN ADOPTED
 NATIONALLY . . . H . . . 2 . . . O . . . S. R.
 KENT LEAVES THE END OF THIS WEEK
 ON A LONG TRIP . . . MEL SHAUER ALSO
 GOING . . . X . . . Y . . . Z . . . SALES
 MEETINGS HELD THRUOUT THE COUN-
 TRY POINT TO BIG RESULTS . . . NEVER
 BEFORE HAS SUCH ENTHUSIASM BEEN
 DISPLAYED . . . L . . . O . . . P . . . H . . .
 O . . . BASEBALL TEAM TRIMMED HODKINSON—WATCH 'EM
 TAKE THE PENNANT THIS YEAR . . . O . . . O . . . O . . .
 IT'S BALLANCE, WEEKS AND AKERS AGAIN WITH THEIR
 HATS IN THE RING . . . FOR . . . WELL . . . READ THE
 STORY AND FIND OUT ABOUT IT . . . GOLF TOURNAMENT
 IS POSTPONED—SEE STORY NEXT WEEK . . . ENTRIES
 ARE COMING IN FAST . . . SALT LAKE CITY CREW PLEDGED
 IN WRITING TO MR. KENT THAT THEY WILL DELIVER . . .
 H . . . O . . . O . . . GEORGE WEEKS ALREADY RECEIVING
 TELEGRAMS FROM HIS EXCHANGE LEADERS THAT THE
 BATTLE IS ON—THE FIGHTING DIVISION IS GOING TO WIN
 THIS TIME . . . BALLANCE NAMES HIS DIVISION "THE DE-
 PENDABLE DIVISION" . . . SONIA LEVINE ARRIVES FROM
 WEST COAST—AS ONE OF OUR SCENARIO WRITERS, SHE
 HAS WRITTEN MANY GOOD STORIES . . . ELSIE HEMMER—
 CONGRATS . . . SAM WOOD WILL RETURN THIS WEEK TO
 WEST COAST . . . TELL YOU MORE ABOUT THIS REGULAR
 CHAP LATER . . .



Every Honest Day's Work Is—

Bill Hansher Challenges

All Canadian Offices in Summer Contest—
They're Off!

By Bam

They are certainly strong for contests in Canada. Now that the Blue Ribbon Week battle is over, Bill Hansher, Vancouver manager, has come forth with the suggestion that the three western offices, Vancouver, Winnipeg and Calgary, line up against the three eastern offices, Toronto, Montreal and St. John, and see which group can roll up the biggest business to be played during June, July and August.

All managers have accepted the challenge and the race is to the quick. A certain total has been designated by General Manager Bach for everybody to shoot at and of this amount the eastern quota is 65% and the western quota 35%.

There will be prizes for the winning offices but what these will be has not yet been decided. This will be the first time that a contest of just this nature has ever been staged in Canada.

Kipling said, "East is East and West is West and never the twain shall meet," but Mr. Bach opines that there is going to be a terrific collision that will disprove the truth of Mr. Kipling's poetry. He also likens Hansher to Lochinvar, the young man who ages ago came out of the West with a lot of nerve and got away with all the prizes. The question is, will history repeat itself?

Indianapolis Jots

Oscar Kantner—Correspondent
Mildred Kerr—Asst. Correspondent

We sure want to put a good word in our columns for our Inspection Dept. Last week three of the girls were absent but that didn't keep the shipments from going out just the same. We hope the girls will be back before long, fully recovered. Welcome, Mrs. Edith Marshall, to our Inspection Dept.

Mrs. Thompson, our new Contract Chief, had a small package delivered to her last Monday morning, namely, Edith Pugger. She will assist Mrs. Thompson with the contracts. You know the old saying, "The best things come in small packages." You want to prove that, Edith.

Harry Wylie Says:

Last week I asked a business man if he was not pleased to find that business was improving and he said "No." For a moment his answer perplexed me then he explained that he was afraid that some sleepy competitors would discover that business was improving and wake up.

Paramount Nine Wins

By Chas. Gartner—Athletic Reporter

After dropping the first game of the season to First National by the close score of 9 to 7, the Paramount nine came back strong last Saturday and wreaked vengeance upon the unfortunate Hodgkinson team to the tune of 12 to 5. The scorebook showed many errors charged up to the Hodgkinsonians, but the misplays were due more to the impossibility of handling the hard-hit balls by our team rather than to loose playing on the part of Hodgkinson.

Mahon pitched a very effective game for Paramount, getting thirteen strike-outs, and allowing only eight hits. Cassidy, his battery mate, handled Mahon's offerings in his usual consistently good style. Gallop started the game for Hodgkinson, but was forced to retire in the fifth inning in favor of Glynn.

A Young Swimmer



Betty Bach

This will introduce Miss Betty Bach, the 3½-year-old daughter of W. A. Bach, our General Manager in Canada.

This young lady is expert both as swimmer and diver and is here shown taking a restful float between strokes.

Toronto Ticks

By Bam

The deep sympathy of the entire organization is extended to our friend and co-worker, L. D. Hatfield, special sales representative, who has been called to Yarmouth, N. S., owing to the death of his mother.

Mary Dillon went to New York. Mary came back a finale hopper. "And Very Nice, Too." Who's next?

The Paramount Riding Club started last Sunday with Leo J. Haag, Laura Powell and Bam as the charter members. No casualties. All set for another jog next week. Laura says it's hard to become accustomed to an English saddle after riding the Mexican so long.

A party is in the offing at which the well-won trophy will be presented to the Girls' Bowling Club.

A Stone Added to the Structure of Your Life

Adolph Zukor Gives Luncheon For Jessie L. Lasky on Eve of Latter's Sailing For Europe

Adolph Zukor gave a luncheon Friday at Delmonico's in honor of Jesse L. Lasky, who sailed Saturday on the Olympic for a five-week sojourn in Europe. Covers were laid for twenty-six including Felix Kahn, Hugo Reisenfeld, Gilbert Miller (general manager of Charles Frohman, Inc.), and officials and executives of Famous Players.

During his stay in Europe Mr. Lasky will visit England, France, Spain, Italy, Austria and Germany, and will be accompanied by Mrs. Lasky and Mr. Miller.

Mr. Lasky has an appointment to meet Vicente Blasco Ibanez, author of "The Four Horsemen of the Apocalypse," in Madrid for the purpose of discussing with him the details of the picture, "Blood and Sand," starring Rodolph Valentino, which has just been completed. It is expected that a print of the picture will be sent to Madrid for the Spanish author's inspection during Mr. Lasky's visit. Mr. Miller produced the Ibanez play at the Empire Theatre last season with Otis Skinner in the leading rôle.

Among the authors whom Mr. Lasky is going to confer with are Sir James M. Barrie, Arnold Bennett, Edward Knoblock, Joseph Conrad, Robert Hichens and Rudyard Kipling in England; Andre Rivoire and Henri Duvernois in France; Melchior Lengyel in Germany; Arthur Schnitzler and Ernst Klein in Austria; Ferenc Molnar and Andreas Naby in Hungary. Ibanez and Martinez Sierra in Spain, and Dario Niccodemi, Gina Rocca and Enrico Serretta in Italy.

Through Mr. Miller, who has an extensive acquaintance among European authors, Mr. Lasky has been in communication with these writers, and as a result of this trip it is expected most of these authors will come to this country to write directly for the screen in the Lasky studio. On his last trip to Europe the film producer persuaded Edward Knoblock, Elinor Glyn, Henry Arthur Jones and Somerset Maugham to come to this country and study motion picture technique in his studios and write for his screen.

Others at the luncheon Friday included Eugene Zukor, Sidney R. Kent, E. E. Shauer, Elek John Ludvig, Robert Kane, Harry Durant, Ralph Kohn, Julian Johnson, E. C. King, H. G. Balance, Louis Swarts, R. W. Saunders, Frank Meyer, Henry Salisbury, Charles E. McCarthy, Jerome Beatty, Claud Saunders, F. V. Chamberlin, John C. Flinn, Ingvald C. Oes and Sam Wood.

PEP *with a flourish*

On the Mississippi



Reuben O. Emery

Down in the towns of Mississippi and along the famous river of Levees, is Reuben O. Emery, salesman out of the New Orleans office.

Kansas City Knocks 'Em—

(Continued from Page 5)

Kent and Mel Shauer pledging everything in District Six to put over the big drive.

And what a wonderful dinner and celebration was enjoyed in the evening, as Mr. Akers said, "You know everything I can tell you—let's eat"; which the boys did. The assemblage was seated in the form of a "T" and joy reigned unrefined. During the course of the dinner "Dick" McManus sang a few Irish folksongs, Lou Vogel obliged on the mandolin, and Bert Wilkes executed some soft-shoe N'Awluns dances which stopped the show.

Mr. LiBeau performed as toastmaster with all the *savoir faire* and poise of a Chauncey Depew, and after reading congratulatory wires from Messrs. Zukor, Lasky, Kent, Reisman and Wobber, he called upon various of the crew to get up and "spooch". Every speaker just "picked 'em up and laid 'em down." Enthusiasm ran riot and pep almost cracked the windows. Messrs. McVey, De Fremme, Baggot, Slosser, Shubert, Kilfoil and McManus gave us something inspiring, and even A-Mike Vogel obliged.

Then Mr. LiBeau announced the closing act on the bill and the gang rose as one man as tribute not to Mr. Gerald E. Akers, Division Manager, but to Jerry Akers, our beloved pal. When the noise subsided he tried to speak. Maybe it was emotion that prevented him, but the boys were with him to a man and showed it by their reception. Then a rising toast to Mr. LiBeau, and the convention closed.

To Mr. A. H. Cole, of K. C., goes much credit for the smoothness of the day's events. To him was delegated the arduous task of arranging every detail and to say that he did not slip up once is to say it all. Would that there were more Coles!!

And the men departed with the last words of Mr. Akers ringing in their ears:

Boys,—

FORTY-ONE WITHOUT A SINGLE ALIBI.

Those present were:

From Kansas City—Maurice Schweitzer, Edward P. O'Neil, J. H. States, J. H. Gilday, John A. Muchmore, C. L. McVey, F. W. Schlosser, W. A. Shubert, William Warner, A. H. Cole, R. C. LiBeau, Gerald E. Akers, Thos. A. Kilfoil, Howard P. Kingsmore.

From St. Louis—R. J. McManus, W. B. De Fremme, L. E. Vogel, Bert Wilkes, Jess McBride, Arthur Baggot, Wm. A. Wandell, A-Mike Vogel.



Look Out, Valentino!



Mr. Valentino, your laurels aren't worth a nickel if you don't stop Walter Hiers' rapid progress in learning the art of being a Toreador in Spanish productions.

He has the bull by the horns and the very look of determination on his face, together with the fact that Theodore Roberts's cigar is out, shows that the bull doesn't stand a chance.

Mr. Valentino, look out.

0526

Beranger Goes to Coast

Clara Beranger, author of scenarios for William de Mille's productions, left for Hollywood last week to work on the adaptation of "Clarence," the play by Booth Tarkington, which is to be Mr. de Mille's next picture. The cast will include Wallace Reid, Agnes Ayres, May McAvoy and Kathlyn Williams.

Charles Eyton, general manager of the Lasky studio, and Mrs. Eyton (Kathlyn Williams) will arrive in San Francisco from their vacation trip to the orient on June 18th so that Miss Williams will be ready to begin work in the de Mille production shortly after the scheduled starting date, June 15. During Mr. Eyton's absence, Victor H. Clarke has been occupying the post of Studio General Manager.

Fighting Bulls Imported from Mexico for "Blood and Sand"

A new high-mark in imported realism for the screen is said to have been reached recently when three bona fide fighting bulls were transported from Mexico to Hollywood for use in bull-ring scenes for "Blood and Sand," the Rodolph Valentino picture which Director Fred Niblo has made from the Vicente Blasco Ibanez story of Spanish life.

Fighting bulls are said to differ from the domestic variety as "Man of War" differs from the humble grocery truck horse. The three "imports" originally were from the ranches, respectively, of Señor Miura, the Duke of Veragua and the Marquise of Saltillo, the three leading bull-breeders of Spain. The bulls, bred with exceeding care to pedigree, run wild from birth on lonely ranches of many thousand acres. No one is allowed to approach them under penalty of a prison sentence. They are shipped in black boxes arranged to continue their isolation from mankind. Therefore when the bulls are turned loose in an arena they have only the elemental instincts of a wild animal, to kill and destroy any one seeking to circumscribe their liberty.

Sensational to the limit are said to be the scenes in which Valentino does sword and cape play before the real fighting bulls. He was trained for the dangerous business by Rafael Palomar, famous Spanish matador, and became highly proficient in the art.

Only the color and verve of the bull-fight is seen in "Blood and Sand," however, says word from Hollywood. The story is of a bull-fighter's life and only the most graceful features of the work in the arena is shown—totally eliminating those points not acceptable to American audiences.

Melford's Company Returns

George Melford and his company, including the featured players, Milton Sills and Wanda Hawley, who have been making "Burning Sands" on location at Oxnard, Cal., have returned to the Lasky studio where interior scenes are now being filmed. The supporting cast includes Jacqueline Logan, Robert Cain, Louise Dresser and Winter Hall.

Leaks From Hollywood

By Adam Hull Shirk
Walter Hiers in Black Face

Imagine the roly-poly Walter Hiers as a colored individual, a valet named "Rusty Snow"! The name itself is a winner. And he plays the rôle in "The Ghost Breaker," Wallace Reid's new star picture directed by Alfred Green. Lila Lee is leading woman. It will be Walter's first experience with burnt cork.

* * *

1850 Barn Dance in "Borderland"

The square dances—quadrilles or whatever our grand-daddies called 'em—are revived in a sequence of "Borderland," Agnes Ayres' new picture directed by Paul Powell. The period is "befo' de wah"—the Civil War; it is a cutback to that period to illustrate the tragedy in the life of a young wife who made a false step. Miss Ayres plays the wife. Also she plays the modern young matron, who is warned by the ghostly revenant and checks herself on the brink.

* * *

Theodore Roberts Seeking Homespun

Theodore Roberts has been combing Los Angeles for suitable homespun material from which to have suits made for his rôle of Uncle Josh in "The Old Homestead," soon to be produced with James Cruze at the helm. T. Roy Barnes will be "Happy Jack," Fritzi Ridgeway is "Rickety Ann" and there will be numerous others in the big cast.

* * *

Rodolph Valentino Will Take Vacation

A brief vacation will be enjoyed by Rodolph Valentino now that "Blood and Sand," his first picture in which he stars, is finished. It is a Fred Niblo production. Shortly he will begin on another—"The Young Rajah." This is from "Amos Judd," the well-known novel. Meanwhile he's going to take a nice rest after a very strenuous period of work on the Spanish story.

* * *

Thomas Meighan, Beloved of Kiddies

The children surely do love Thomas Meighan and this was demonstrated during his recent trip to Chicago. He ran "The Bachelor Daddy" for the Crippled Children's Hospital. Sitting in the midst of the poor little shavers he was made to understand how much they cared for him and many an eye that pain had dimmed brightened perceptibly in his presence.

* * *

Beautiful Betty Compson Busy

Betty Compson is about as busy as one can be and still find time to eat and sleep. She has just finished "The Bonded Woman," directed by Philip Rosen, and jumped right into "To Have and To Hold," wherein she plays the feminine lead; Bert Lytell is also featured and Theodore Kosloff, W. J. Ferguson and others offer sterling support. It is a George Fitzmaurice production.

* * *

Jack Holt Has Virile Rôle

Jack Holt has one of the most virile rôles of his career in "The Man Unconquerable." He is obliged to fight with some pretty husky opponents

(Continued on Page 15, 2d Col.)

A Good Catch!



Thomas Meighan and Alfred Green, director, try their hand at fishing.

A pretty good catch, we'll say, but shall we really believe they caught them?

Well, "If You Believe It, It's So."

Henabery Comes East to Direct Brady

Joseph Henabery, director, leaves Hollywood this week for New York where he will direct Alice Brady in "Missing Millions" at our Long Island studio. Mr. Henabery's entire producing unit, which has just finished making "The Man Unconquerable," in which Jack Holt is starred, will accompany him East to work on the new production.

"Missing Millions" is a story by Jack Boyle, author of "The Poppy Girl's Husband," which Bill Hart produced for us a couple of years ago. It ran serially in Red Book and centers around Boyle's two famous fiction characters of the underworld, Boston Blackie and Mary, who defy death and America's best detectives in order to steal \$2,000,000 from a steamer bound from Alaska. The story is said to be literally crammed with thrills.

Accompanying Mr. Henabery will be Albert Shelby LeVino, who has been entrusted with the adaptation; Gilbert Warrenton, cameraman, and Richard Johnson, assistant director.

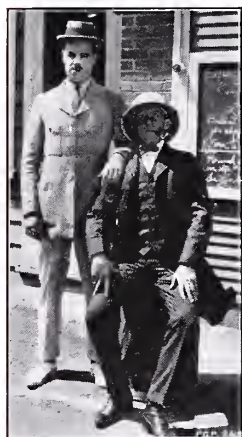
Ready For "To Have and To Hold"



Above we have Betty Compson (left), Theodore Kosloff (center) and Bert Lytell (right), who make up the prominent rôles in George Fitzmaurice's coming production, "To Have and To Hold," which Ouida Bergere scenarized from Mary Johnston's famous novel.

Miss Compson, the star, will receive the wonderful support of Messrs. Lytell and Kosloff, and the latter will have the opportunity to display one of the most picturesque rôles of his career as one of the greatest characters on the screen.

Introducing—



The latest novelty act from the West Coast studio is entitled "Hats and The Man."

The popular team is Jack Holt (left) and Raymond Hutton (right). These two boys are chuck full of fun at the proper time and place.

The gentlemen prefer the old tin-type style for the photographic pose and as Holt says, "the kind you have taken holding your hat in your right hand and when you get the photo it is in the left."

Mr. and Mrs. Hawley



Folks, this is Mr. and Mrs. Hawley and their dogs, Pep and Terry, on the lawn of the Hollywood home. Mrs. Hawley, of course, is Wanda Hawley.

De Mille Honored

Honorary Degree of Master of Arts to be Conferred Upon Cecil B. De Mille, by His Alma Mater, Pennsylvania Military College

The honorary degree of Master of Arts will be conferred *in absentia* on Cecil B. De Mille by his alma mater, the Pennsylvania Military College, Chester, Pa., in June, according to a message received by the producer from Col. Charles E. Hyatt, president of the college.

The degree was awarded by the trustees of the college "in recognition of the producer's distinguished services in the field of dramatic art," to quote from the president's message.

President Hyatt wired an invitation to Mr. De Mille to be present at the annual graduation exercises when the degree will be officially bestowed. Unfortunately for this plan, Mr. De Mille is busily engaged in the screen production of "Manslaughter" at this time and his present schedule for work on this picture demands his presence at the studio throughout the month of June.

Cecil B. De Mille was an undergraduate at the Pennsylvania Military College at the outbreak of the Spanish-American War. He abandoned his collegiate work to enter the army. Instead of returning to college after this experience, the youthful De Mille entered Franklin Sargent's Academy of Dramatic Art in New York and graduated from this institution directly to the stage.

Lay the Corner-Stone of "The Old Homestead" Today

Today, at the Lasky studio, they will lay the corner-stone of "The Old Homestead," when James Cruze starts the production based upon the famous Denman Thompson classic, in which Theodore Roberts will be featured in the rôle of Joshua Whitcomb.

Except for "Uncle Tom's Cabin" and "Rip Van Winkle," "The Old Homestead" holds the record for the longest run on the American stage. Thompson himself appeared for thirty-two consecutive years in the part of Uncle Josh. It was originally a half-hour sketch, having been written by Thompson, a stock actor, while he was suffering an attack of rheumatism in 1875. In 1877 it was rewritten as a three-act play and produced in Chicago, but it did not achieve success until it went on the road and reached the Pacific Coast. The real play, as it is known to the present generation, and titled, "The Old Homestead," was perfected while on the road for one-night stands in Pennsylvania. Its first formal presentation was at the Boston Theatre in 1886 and it was an immediate success.

Every one concedes that in the rôle of Uncle Josh, which has become immortal in the annals of the theatre, Theodore Roberts will give a performance that will be flawless. There are few living American actors who possess the necessary technique and what is termed the "heart touch" to so great a degree as he. With keen sympathy he doubtless will contribute another splendid interpretation to the photoplay records, a characterization that will live indefinitely in the hearts of film playgoers.

Director James Cruze has selected his cast with infinite care, just as he is arranging every other feature of the production. While there will be changes and additions to make the stage classic suitable to the screen, the main essentials of the play will be retained, it is said.

Little Gloria



Gloria Wood

This is little Gloria Wood, the charming little daughter of Sam Wood, one of our most popular directors, known to all of us as an all-around good fellow.

Little Gloria says that when she grows up she will just step into Gloria Swanson's shoes and hopes her daddy will not be too old to direct her—we don't think he will be.

Watch Me



So says Mlle. Viola Shermont, premiere danseuse of the Chicago Grand Opera Company, as she shows Leatrice Joy, one of our favorites, the first step of ballet technic.

Leaks from Hollywood

(Continued from Page 13)

and a lot of it has not been easy by any means. Joseph Henabery is directing.

* * *

George Melford on the Sands

The sands where he and company are working may not be as hot as those of the real Libyan Desert, but at least they suffice in appearance for "Burning Sands," George Melford's new production. Oxnard, California, is the scene. Wanda Hawley and Milton Sills are featured with a lot of mighty fine people in the supporting cast, including Jacqueline Logan, Robert Cain, Louise Dresser, Winter Hall and others.

* * *

"Pink Gods" is on the Way

Penrhyn Stanlaws' production "Pink Gods" is under way with Bebe Daniels, James Kirkwood, Anna Q. Nilsson, Raymond Hatton, Adolphe Menjou and others in the big cast. It's a story of South Africa, the diamond fields and the temptation of the brilliant gems which seem to hold almost an uncanny fascination.

* * *

"The Siren Call" in Yosemite Valley

The players in Irvin Willat's production "The Siren Call" with Dorothy Dalton featured, are having a nice location trip—to the famous Yosemite Valley, one of the wonder spots of the world. The majestic mountains and valleys, cascades and trees of giant stature and untold age, make a marvelous picture background.

* * *

Cecil B. De Mille Back from San Francisco

Cecil B. DeMille took a portion of his cast to San Francisco recently for some important scenes for "Manslaughter," his new production in which Thomas Meighan, Leatrice Joy, Lois Wilson and others appear. Back now at the Lasky studio the company is again busy with big scenes and shortly one of the most spectacular effects ever devised for a DeMille picture will be staged.

Make Spare Time Paramount Time



The Pepville Gazette



Vol. 6. No. 46

MONDAY, MAY 22, 1922

Price: Pep

THE PEPSVILLE GAZETTE PUBLISHED WEEKLY

Entered at the Postoffice through the Mail Slot

Editor's Office:
Southern Exposure

Weather:
1 Give Up.

PEP Again

An exhibitor rushed wildly into the shipping department of our Salt Lake Exchange and said quickly: "Give me a Paramount magazine."

The shipper without a moment's hesitation handed him the latest copy of PEP.

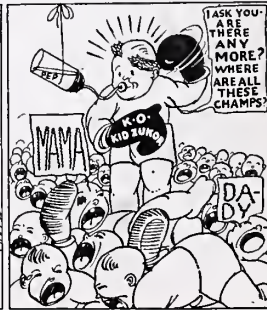
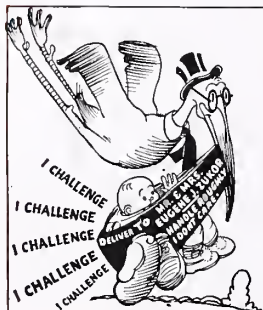
Stag

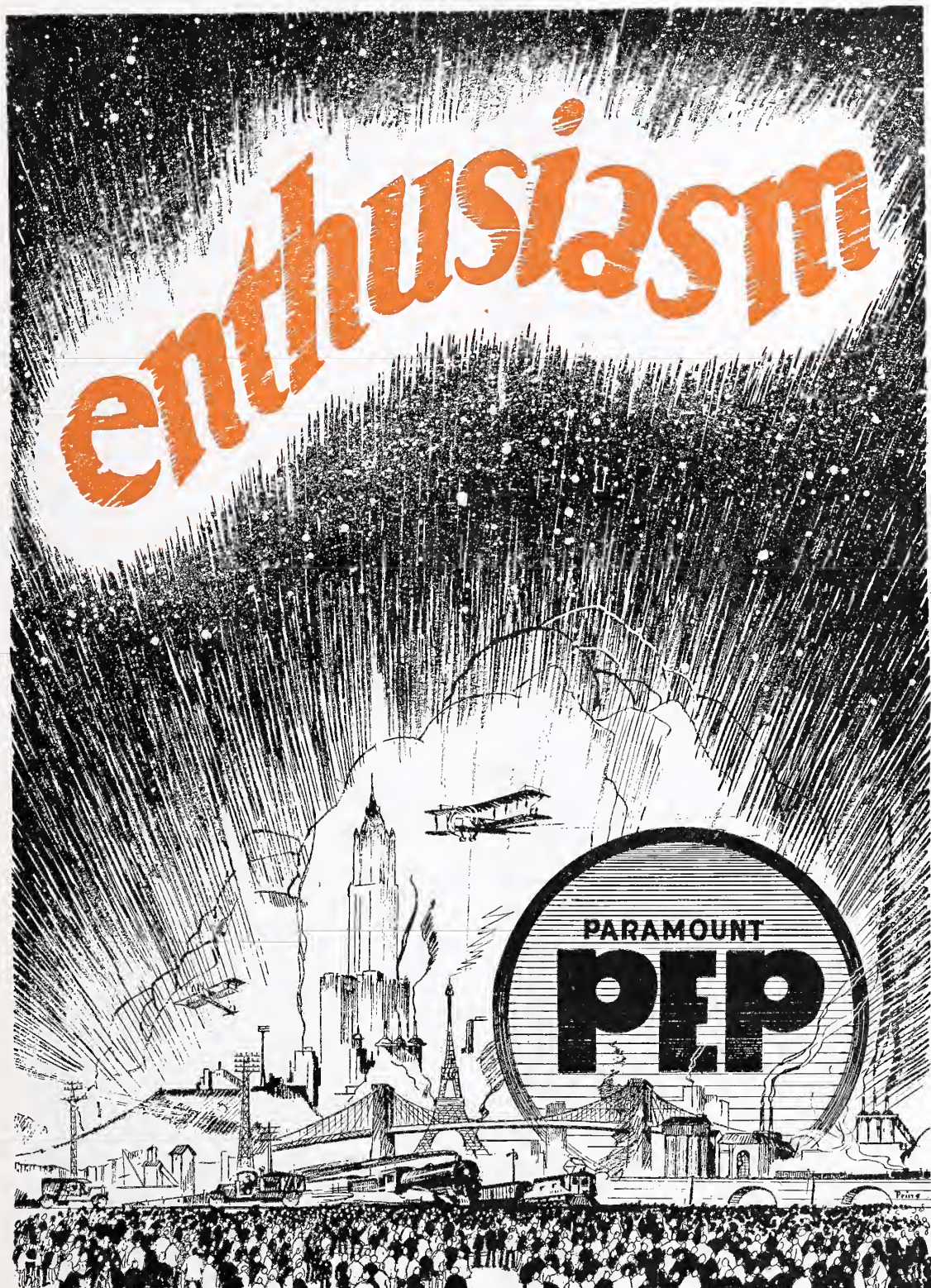
Hubby: "I went to a stag party last night, dearie."

Dearie: "Yes, I heard you staggering as you came in."—
Burnt Log.

*You Came
You Saw
You Heard!*
FORTY - ONE
Without a Single Alibi.

K. O. KID AS PICTURED BY RING FANS

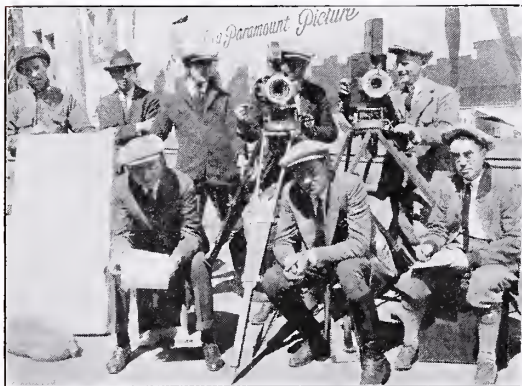




ENTHUSIASM—THAT DIVINE POSSESSION

Super-special Brought Back from West Coast by Jerome Beatty Proves a Knockout. Will be Given Free to All Exhibitors Signing for the Forty-one Productions

And what is more, this knockout is given absolutely free to those exhibitors who sign up for



(Continued on page eleven)

Mr. Kent will return to the home office from this trip only to remain for a short time when he will depart for the far west exchanges and also confer with the officials at the West Coast studio.

A black and white political cartoon by Yale Sante. At the top left, a sun-like shape contains the word "CONTRACTS". A man wearing a hat and a suit leads a parade of people down a steep, rocky hill. Above them, a speech bubble says "LET'S GO BOYS". The parade participants carry several large signs with the following text: "NICE PEOPLE", "THE DICTATOR", "THE BONDED WOMAN", "THE OLD HOMESTEAD", "THE BLOOD CURE", "SAID AND DONE", "WHITE SLAVE SLEEPS", and "POOR WHITE". In the bottom right corner, the artist's signature "YALE SANTE" is visible.

The Race Is On For Paramount Week

Stretching a Point

D. E. Neece, salesman out of the Portland, Oregon, Exchange, deserves a slap on the back for showing the go-get-'em spirit in landing contracts.

Mr. Neece recently struck a small town of 750 population where there was no such thing as a movie show.

He realized at once that with this size town there should be movies and these movies should be Paramount pictures.

He immediately looked up the proper man for this in the town, and after many inquiries not only interested him in starting a show, but made arrangements for all of the equipment necessary so that a show would be started by June 1st.

This account will be exclusively on our books.

This shows what can be done by a man who possesses enthusiasm.

Imagine what this would mean for our business, if one salesman out of each exchange every week created an account like this!

John Clark, Special Representative

John Clark, for many years Manager of our Philadelphia Exchange, has been appointed Special Representative to the sales department by Mr. Kent. Mr. Clark will visit various points thruout the country on special sales propositions.

Mr. Clark was succeeded as Branch Manager in Philadelphia by P. A. Bloch, who was formerly Manager of the Cleveland Exchange.

Pittsburgh Office Manager



Ben Wachnansy

This will introduce Mr. Ben Wachnansy, the office manager of our Pittsburgh office.

Mr. Wachnansy has been going forward with rapid strides since his transfer from the New York Exchange recently, where he was booker.

He came to the Pittsburgh office as Chief Accountant and after being well coached by A. R. T. Young, he became office manager in place of to R. E. Fontaine, who was transferred and assigned to the Cleveland Exchange as Branch Manager.

This is another incident of the young men of our organization today who have grasped golden opportunities when they appreciate what they mean.

The Man With a Punch



Percy L. Curtis

Down in Sydney, Australia, far away from we folks, is a snappy little house organ called "Punch." The editor is Percy L. Curtis, shown here getting the next edition ready.

Mr. Curtis also handles the publicity there and is kept extremely busy on both.

He has all the punch necessary to produce in a capacity such as this and we hope to have the pleasure of meeting him some time. Good wishes to Punch and Mr. Curtis.

Used His Head

We are in receipt of a letter from R. D. Thomson, branch manager at Omaha, giving us a real live sales story with Mr. L. B. Butler, salesman of Zone 5 from that office, playing the leading rôle.

Mr. Butler recently hit the town of Hildrith, Neb., which has a population of only 450. We had been serving this exhibitor some pictures of Group 3 but when his contract expired he closed his theatre, stating that it was not a paying proposition.

Mr. Butler called on this exhibitor and after taking the matter up with him and analyzing his box-office receipts, during the period when he was using our service, was convinced that this exhibitor could not pay a cent more than the price we asked.

Now the salesman of yesterday would have either sold him at the old price or beat a hasty goodbye.

But not so with Mr. Butler. He found out the reason back of the exhibitor's inability to pay our price. It was his rent and the landlord was asking too much money for the building.

Butler immediately jumped a train—went to Orleans, Neb.; saw the landlord and prevailed on him to reduce the rent on the building to \$20.00 a month.

Butler then jumped a train back, saw the exhibitor, explained the proposition and stated what he had done and walked away with a contract with play-dates for 25 pictures, starting the 20th of May.

It's not the price, gentlemen, we are "crowing" about in this little deal, but it's the way Mr. Butler used his head in getting at the bottom of the entire proposition, not only making a sale for us and getting the exhibitor on our books, but getting this so-called exhibitor as a staunch friend and giving him, the exhibitor, back a business that will prove profitable to him.

Mr. Butler, you are to be congratulated on this sale because it's a big sale—a very, very big sale.

PARAMOUNT PEP

"BUT ABOVE ALL THINGS,
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees
of the
FAMOUS PLAYERS-LASKY CORPORATION
Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 6 May 29, 1922 No. 47

Divine Possession

Enthusiasm, that's the word, and Webster tells us it means divine possession or inspiration; strong excitement on behalf of a cause.

On analyzing the real meaning of this word, we cannot help but feel that money and brains do not play the part that enthusiasm does when an accomplishment of favor is at stake.

The wonderful things you have done—accomplished we mean, are laid at the door of enthusiasm.

The fact that many of the world's men of great achievement were poor boys in the start, shows that money and brains, the latter we will say at this time secured from education, played a small part in comparison to enthusiasm which has put these geniuses at the top of the list, many for a wealth of finance and many for wealth of brains.

Were it not for this divine possession at the start and thruout the life of Thomas Edison for instance, he would not have accomplished what he has and the world at large would perhaps be deprived of some of the greatest forward steps in history.

Enthusiasm creates, produces and has lasting effects and unless you and I realize exactly what it means to anyone, regardless of their vocation, you will always be at the starting point watching the race but unable to see the finish, let alone participating in it.

S. R. Kent stated emphatically at the close of the convention in one of his finest talks to the sales force on record, that it was not brains and money that built the Panama Canal—it was enthusiasm.

It was not alone brains and money that won the great war—it was enthusiasm—that divine possession of every soldier as he went in quest of his objective.

Enthusiasm in anything you do, whether it be outdoors, indoors, business or social, will bring results because it all centers back to our favorite expression that you are sold on the idea and unless you are sold, you are riding the high seas under a coat of camouflage that is bound to be seen in the long run.

Enthusiasm, boys—that's what we want—that's what you must have and it's what the

Looking After Us



Charles L. Diehm

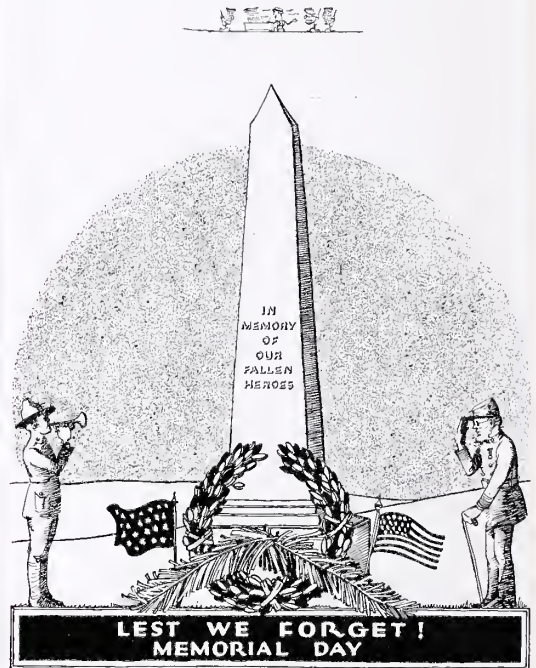
Charles L. Diehm is that lively young chap on the fourth floor of the Home Office who looks after all of the insurance for our big corporation.

Many of us perhaps do not realize the great amount of detail necessary to keep Famous Players-Lasky and their belongings well protected, but if you could

sit down with Mr. Diehm and get a general idea of the vast scope covered, you would realize that the position is one demanding authority to control it.

Mr. Diehm recently took Mr. Fitzner's place, the latter who went to Germany for the interests of the company.

He is a regular chap and always greets us with a smile.



Famous Players is giving you to sell—with the wonderful inspiring talks you have heard from the various executives on the product, there should be no reason why you should not possess enthusiasm.

Furthermore, this goes for the exhibitor as well as yourself and it behooves you to educate him to this so-called divine possession and let him share with you the real profitable results of enthusiasm which is—success.

Enthusiasm, boys—that's what you want.

C'Mon — Get That Enthusiasm

The Fellow Who Agrees But Doesn't Buy

George W., at the Home Office, Answers George W., of the Cincinnati Exchange, on Sales Problems

The following question was put up by George W. Yule, salesman out of the Cincinnati Office, to PEP regarding the agreeable exhibitor:

"What is your suggestion as to the best way to handle an exhibitor who admits that you have the best pictures and that he makes the most money on them but will not buy?"

Mr. Weeks, in going over Mr. Yule's question, says:

"We have Mr. Yule's letter to PEP advising that he has offered an account our service at \$7.50 and 'The Sheik' at \$20 for two days, but that he has not been able to close the account.

"I cannot think of any suggestion which I might give to Mr. Yule except to advise him to keep after this account continually until they at least have given a few of our pictures a trial.

"I cannot conceive how any man owning a theatre could not be persuaded to run Paramount pictures when he must be aware of their drawing power and possibilities.

"In fact, the very reason that his business is poor may be due to the fact that his town is situated between larger ones, both of which use our product.

"No doubt the only reason the people in his town go to these other two towns is because they cannot see Paramount pictures in their own town, and if this exhibitor is simply careless and is not progressive enough to at least run a few pictures and let the town know he is running them, then he deserves to be among the failures.

"However, keep continually after this exhibitor and his son-in-law until you can get them to at least give you a trial. Surely they cannot resist you if you go at it in the right way.

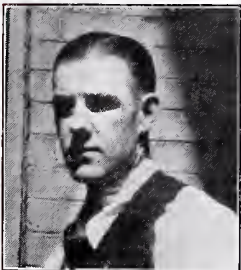
"The very fact that his theatre is located between two larger towns is all the more reason he should use good pictures and show his patrons that he can give them as good as they will see elsewhere, and teach them to stay in their home town.

"I would force a few pictures in on any basis within reason, and his improved business on them will make future sales relatively easy.

"The type of exhibitor, who agrees with you but won't buy, is naturally hard to handle and may only be closed after several trips, but when once he starts is usually a sticker.

"Keep after him."

Now in Butte



Frank H. Smith

Frank H. Smith, who was formerly booker at the Salt Lake Exchange, has been transferred to our new Butte Exchange, Butte, Montana.

Frank is delighted with his new quarters and says before long you will realize that the Butte Exchange is on the map with the rest of them.

Our Salt Lake B. M.



Olof Wog

Here he is—Olof Wog, Branch Manager of our Salt Lake Exchange.

Personality can be easily read on his face—genial with plenty of pep.

Mr. Wog was recently appointed Branch Manager of this office succeeding Mr. Moran. We congratulate him on his new appointment.

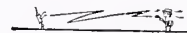
PEP 

Some Representation, We'll Say

E. P. O'Neil, salesman from our Kansas City office, just closed a wonderful deal in Dodge City, Kansas, which has a population of 4,345.

Mr. O'Neil has arranged for the exclusive showing of our product six nights a week for twenty consecutive weeks.

We'll say this is getting some representation out of a town of this size and O'Neil deserves congratulations.



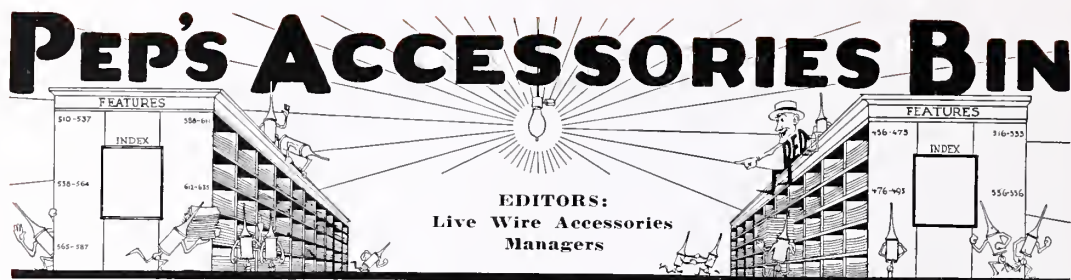
Night Shift at Home Office

Becoming effective last week, G. B. J. Frawley, Chief of the Exchange Accounting Department, installed a night shift on the ninth floor of the Home Office in the Contract Department, in the form of nine young men under John Roper.

These boys work from 12 midnight until 8 in the morning, six nights a week, taking care of entering and posting billings on the theatre history cards.

This is done so that the sales executives may have the use of these theatre cards during the entire day, rather than hold up one another waiting for their entry.

To date the plan has proved very effective.



(Send in the best accessories slogan for this space, and win ten dollars)

“Know Your Product—Know Your Accounts”

To sell Paramount accessories efficiently every accessories man and salesman must know what accessories product we make. But it is just as important that he know his accounts.

Every accessories manager should break his territory down into zones, and then, considering each and every motion picture machine in that zone, he should list possibilities.

Of course, we cannot sell accessories to accounts who are not using our pictures, but we want a record of those accounts just the same. Figure the average amount of money each exhibitor invests in accessories. You can then easily determine whether this is a fair proportionate representation compared to the amount of money he pays for film.

Then break down the records into items. Give a copy of each zone analysis to the salesman in that zone.

Then get together! Where you find weak spots, bolster them—and make the strong ones stronger. Pull for the greatest accessories circulation Paramount has ever known!

MEL. A. SHAUER.

This is What the Quantity Price Schedule is Doing

“An exhibitor called, who runs four small-town theatres. We discussed the Quantity Price Schedule fully and the result was that he gave me his check for \$105.00 for accessories. Here are a few of the items that he bought: 20 one sheets, 50 window cards, 2000 heralds, 10 insert frames and 10 insert cards for each picture. He never used heralds, insert cards nor window cards before.”

“One of the key center exhibitors running one theatre only, ordered 15 insert frames, 15 insert cards, 5 sets of 11x14s, 3000 heralds on some pictures, and 5000 heralds on Supers.”

S. COHEN,
Cincinnati Accessories Manager.

A Speedy Folder

The Accessories Department of the New York Exchange is pleased to announce through the columns of PEP that George Belzer unhesitatingly accepted the challenge of Ernest Frace, of the Des Moines Exchange Accessories Department, and in the presence of the entire force of the Poster Department, while being timed by an eagle-eyed young lady, accomplished the feat of folding *one hundred* one-sheets in *three and one-half* minutes, beating the record of Frace by an entire minute, also beating his own former record.

It is suspected that because Frace stated he had not hurried, Belzer determined to see what he could do in a hurry—and at that he re-challenges Frace to beat this new record!

How about it?

PEP'S ACCESSORIES BIN

CONTINUED

Sales I Have Made

"We have kept up a pretty steady sale of heralds. Week beginning May 13th we sold 66,000. For the past seven weeks our average herald sales have been 55,965 per week."

R. P. COLLINS,
Boston Accessories Manager.

We wish to commend Mr. R. Davis and his department at Pittsburgh for the steadiness of their accessories sales. For the past fourteen weeks they have not been flashy nor spotty, but Pittsburgh has been rolling up a steady score all along. In the long run this is what counts.

CURRY BREAKS IN

"Week ending May 6th, we sold 47,700 heralds."

J. J. CURRY,

Des Moines Accessories Manager.

Des Moines is another exchange which has been rolling up steady results each week and during the last few weeks their sales have been topnotch. Great credit is due for this type of work.

Sales I think worthy of mentioning: To the Strand Theatre, this city, on "Beyond The Rocks": 1,000 window cards, 100 3-sheets, 25 6-sheets, 30 24-sheets, 500 1-sheets, 4,000 heralds.

To the Garden Theatre, Davenport, Iowa, on "Beyond The Rocks": 10,000 heralds, 100 window cards, 15 24-sheets.

Another thing for week ending May 6th, this exchange sold 34,200 heralds, the largest sale of heralds ever recorded in this exchange.

A little more later.

JOHN J. CURRY,
Des Moines Accessories Manager.

Great work, Curry. Boys, Curry has just broken in as an accessories manager and we'll say he started with a bang.

"For week of May 13th we sold 386 six sheets, 695 window cards and 71,000 heralds. These figures were over our high-water mark on these items. But with the co-operation I am getting from the boys in the field and the people in the exchange, we will improve on this aplenty.

L. F. EDELMAN,
Washington Accessories Manager.

"Mr. Krause today sold 10,000 heralds on 'Beyond The Rocks' to a second-run house in Baltimore.

"I sold 15,000 heralds on 'Is Matrimony A
(Continued in next column)

Business Getters



And this, ladies and gentlemen, is the six sheet on "Her Gilded Cage." They say birds of a feather flock together. In this instance all the Paramount fans will flock together to see this colorful production.

Reisman Writes

Mr. Phil Reisman, district manager of Omaha, Des Moines and Minneapolis, writes in as follows: "Regarding action taken at our Omaha Convention to take accessories orders with all Super-special contracts, the boys are certainly enthusiastic over the idea of our new stuff. It wasn't a case of telling them they had to do it, as they were more than willing."

Sales I Have Made

(Continued)

Failure' to the Century Theatre, Baltimore."

L. F. EDELMAN,

Washington Accessories Manager.

These boys certainly like to sell heralds.

M. A. SHAUER.

Sold the following material on "Beyond the Rocks" to a theatre in a town with a population of 20,000: 150 1-sheets, 20 3-sheets, 15 6-sheets, 10 24-sheets, 300 window cards, 5000 heralds.

A. J. JACKANIC,
Pittsburgh Accessories Manager.

"Week ending May 13th our net accessories sales were 2,413.07. We sold 2,573 ones, 909 threes, 512 sixes and 76 twenty-four sheets; 486 11x14s, 124 22x28s, 14,600 roto sections."

O. L. FREEMAN,
Atlanta Accessories Manager.

And this came right after a \$2,210.20 week.

PEP'S ACCESSORIES BIN

CONTINUED

Two Letters That Mean Something!

Mr. Samuel Cohen,
Accessories Manager,
Cincinnati, Ohio.

Dear Mr. Cohen:

As you are well aware, the James Theatre is playing a great many Paramount productions, and I want to take this opportunity to congratulate the Famous Players-Lasky Corporation on the excellence of its productions, and also on the splendid service rendered by its Accessories Department, of which you are Manager.

The Accessories which we use in connection with the showing of Paramount Productions are purchased through your department, and we are greatly pleased, not only with the excellence of the Accessories, but with the perfect condition in which they come to us as well. The splendid showman-like manner in which you conduct your department is indeed most commendable.

Wishing you and your department continued success, and with kindest personal regards, I am

Very truly yours,

W. M. JAMES,

President and General Manager.

These letters are typical of the progressive exhibitor and his thoughts on accessories.

Another Letter

This Letter Was Received at Our N. Y. Exchange from the Advertising Manager of the B. F. Keith Circuit

Mr. M. Gluck,
New York Exchange.

Dear Mr. Gluck:

I believe in giving credit where it is due and Paramount certainly deserves credit for the wonderful line of accessories carried on every picture. The cuts, photos, lobby frames and posters help a great deal in properly selling the production to the public.

The posters, especially when they are lithographs of a sketch by a famous artist, are ideal for cut-out use.

The reason that we demand and use only fresh accessories at our theatres is because we figure that the lobby of a theatre can be likened to the show window of a store, and who would say that for the saving of a few cents it is good business to use dirty and torn photos and paper for lobby display?

Yours very truly,

HARRY MANDEL,
Advertising Department.

Working Together

Accessories Revue Furnished by Des Moines Exploiteer

It was decided at the District Convention at Omaha that every salesman would get a paper order on all super-specials as fast as they were sold. One of the Minneapolis boys said that the Exhibitors would like to see what the paper looked like on each production but that it was impossible to carry press books on all of them.

To meet this demand John J. Friedl has supplied each salesman in the Des Moines Branch with his conception of an Accessories Revue which illustrates all the paper in Group 5 and a few of the earlier releases in Group 6. These Revues are merely files and were made up by removing the sheet listing the accessories from each press book. They are compiled in the loose leaf form and additions can be made as fast as press books come in on Group 6.

The files are not bundlesome nor hard to carry and fit very nicely into the portfolios.

Much credit goes to John J. Friedl, who put this thing over, etc.

MR. PEP SAYS:

Success was never achieved without ambition.

Australia and Posters

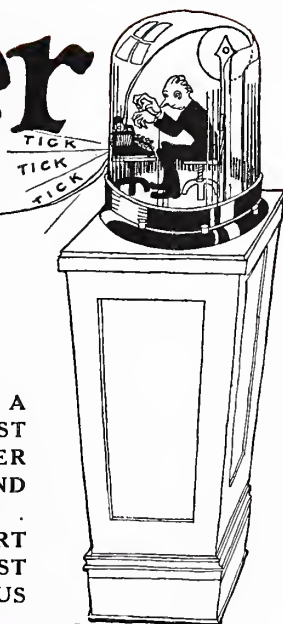
Our Australian offices believe in saying Paramount with posters. The S.S. Ventura, when it steams out of San Francisco on May 16th, will carry the largest single order for posters ever delivered to one of our foreign offices.

Included in this record breaking order were 100 one-sheets and 100 three-sheets on each of 36 productions; 175 one-sheets and 150 three-sheets on each of ten productions and 175 one-sheets, 150 three-sheets and 12 twenty-four-sheets on each of ten other productions. AND THIS WAS A REPEAT ORDER in addition to 225 ones, 250 threes, 110 sixes and 20 twenty-fours previously shipped for each of these pictures! Hereafter, as evidence of its determination to break a few accessories sales records, our Australian office will use 400 ones, 400 threes, 110 sixes and 32 twenty-fours on each production.

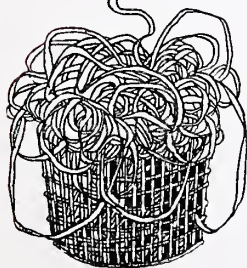
"A poster order of this size speaks mighty well for an office 10,000 miles from New York," said E. E. Shauer, director of our Foreign Department. "Australia has been breaking all sorts of sales records in the last year, under the leadership of Managing Director John W. Hicks, Jr., and he is certainly entitled to the highest praise for this splendid accomplishment."

THREE PAGES THIS WEEK, BOYS

Pep's Ticker



S. R. KENT LEFT LAST FRIDAY FOR A SHORT TRIP PRIOR TO HIS TRIP TO WEST COAST . . . L . . . H . . . MEL SHAUER HIT WASHINGTON, D. C., LAST WEEK AND IS JUMPING TO PHILA., THIS WEEK . . . PARAMOUNT WEEK GETS A GREAT START . . . ALL EXCHANGES CLAIM BIGGEST RESULTS UP-TO-DATE OVER PREVIOUS YEARS . . . WATCH 'EM GO . . . L . . . E. C. KING WILL ASSUME FULL CHARGE OF L. I. STUDIO UNDER SUPERVISION OF R. T. KANE AT HOME OFFICE . . . BUTLER WILL TAKE KING'S PLACE AT THE HOME OFFICE . . . JESSE L. LASKY WIRES KANE OF HIS SAFE ARRIVAL AT LONDON AND THAT HE IS ON HIS WAY TO PARIS . . . L. K. . . . WE ARE ANXIOUSLY AWAITING THE ARRIVAL OF JOHNNIE HICKS FROM AUSTRALIA . . . THE SIREN CALL IS FINISHED AT THE WEST COAST STUDIO . . . JOHN CLARK, OUR NEW SPECIAL REPRESENTATIVE, LEFT FOR A TRIP AROUND THE TERRITORY LAST WEEK . . . THIS IS HIS FIRST AND WATCH HIM, BOYS . . . MAKE HIM SING FOR YOU . . . AKERS WORKING FAST AND FURIOUS OUT IN THE MIDDLE WEST . . . HE IS SENDING IN SOME PEPPY SALES STORIES . . . HOW ABOUT SOME FROM YOU . . . WASHINGTON, D. C., EXCHANGE PARAMOUNT CLUB HELD A BIG DANCE LAST WEEK . . . OUR H. O. BALL TEAM ARE TIED FOR TOP NOTCH OF THE LEAGUE . . . MEL WILSON, B. M. AT DENVER, RECOVERED FROM SIX WEEKS' SIEGE OF THE FLU AND IS BACK ON THE JOB . . . J. HOWARD GRAINGER, SALESMAN, TRANSFERRED FROM SALT LAKE TO DENVER OFFICE . . . JOHN FLINN WINS SPRING GOLF TOURNAMENT OF THE MOTION PICTURE GOLF ASSOCIATION . . . TED YOUNG OUT ON ANOTHER TRIP . . . INGVALD OES SAILED FOR HOME LAST FRIDAY (SCANDINAVIA)—JOHN DAY, S. A. REP., TO LEAVE FOR RIO DE JANEIRO JUNE 10TH—BEATTY LEAVES FOR WEST COAST TOMORROW . . . MARION BROOKS GOES AS HIS SECRETARY.



The Photographer Is The Only Person—

Step to Improve Efficiency on Temporary Prints Borrowed Through Exchange Service Department

By Sara Lyons

The Exchange Service Department has been scrutinizing most carefully the various requests which has been coming into this office for temporary assistance and feels that the efficiency of the Exchange Service Department can be greatly improved upon if the Exchanges will kindly cooperate to the extent of trying to have one letter contain a number of subjects which they desire for temporary use instead of having an individual letter sent for each separate subject.

The correspondence handled thru this Department is extremely voluminous which is brought on due to the numerous individual requests from the various Exchanges. We are receiving as many as fifteen individual letters for fifteen separate subjects from one Exchange each day. This creates additional handling on the part of this Department in the booking of same and the acknowledging of the requests, not overlooking the amount of stationery which can be saved on the part of the Exchange, not to mention the stenographer's time in typing the letter, etc., and the signing of each request.

If the Exchange will cooperate along these lines with the Exchange Service Department, it will enable this Department to improve the service to a greater extent.

Booking Managers—Attention

C. H. McClintic, booking manager at Des Moines, has started the ball rolling and beats you all to it when it comes to starting a little competition.

No, there are no prizes, but he has written a very strong, convincing letter to PEP, stating that he sees no reason why they should not have a Booking Managers' Page as well as a Pep's Accessories Bin.

We have been anxiously awaiting someone to start this and we are exceedingly glad that Mr. McClintic sees the advantage of keeping in touch with his brother booking managers through PEP.

Now it is up to you to keep your brother booking manager posted as to any unique method in bringing about more perfect bookings or any unique sale you have made right from your desk.

You have a big job and there is no reason why the booking managers should not exchange ideas as well as salesmen, exploiters and accessories managers.

Send your dope in to the editor and we'll do the rest.

Exceptional Selling

G. E. Akers, now holding forth in Kansas City until the key points are closed in his division, tells us of a unique sale made by E. N. McFarland, salesman at Kansas City.

Mr. McFarland recently made a trip to North Bend, Neb., and after locating the exhibitor on his farm, rode with him on a corn planter for two hours in a fearful sand storm, selling him Paramount Week.

He sold him and we'll say for Mr. McFarland that this is what we call sticking to them and even though he had to go through this sand storm on a corn planter, he not only sold Paramount Week, but he learned a lot about a corn planter.

Wog Out for the Prize

Olof Wog, branch manager at Salt Lake, states briefly in a letter to PEP and to Mr. Akers, that from second to sixth prizes are still available for the exchanges on the Paramount drive.

He has a plan up his sleeve for this drive, and the way things are going it appears that the plan is working out exceptionally well.

Come on Wog, let us in on it.

Zukor Dines Ball Squad

In honor of their victory over Metro, the Paramount baseball team was tendered a luncheon at Gibson's Wednesday, May 24, by Eugene Zukor. The affair was a very quiet one, the boys attending strictly to the business at hand.

The luncheon was the result of a promise made by Eugene Zukor to the baseball squad that if they won their game with Metro a "free feed" would be in order.

The best thing about the luncheon, outside of the food, of course, was that the entire squad, and not just the active players, was invited to attend. Needless to say, everybody who could, took advantage of this fact, with the result that nineteen men helped put a large dent in Mr. Zukor's bank-roll.

Although Eugene Zukor was "carver of the roast" he was not asked to make a speech. This, undoubtedly, constitutes a record which will stand for some time. The affair was also un-American in the respect that nothing harder than "Snappy Cider" was served.

The ones who attended were: Eugene Zukor, McIlvain, Farrell, Mahon, Cassidy, Keator, Meehan, Higman, Warren, Singer, Holman, Gartner, Fredericks, Wittman, Moyle, Winston, Ross, Jacobson, Powers, and last, but not least, Charlie "Fix-It" Abrahams.

MR. PEP SAYS:

No one but an aviator has a right to look down on others.

Obliged To "Air His Views"

Praise for "Beyond the Rocks"

Adolph Zukor is in receipt of a most interesting letter from Jules E. Mastbaum, President of the Stanley Company, Philadelphia, praising our production, "Beyond the Rocks." The letter reads:

Dear Mr. Zukor:

We have just closed a run of two most successful weeks at the Stanley Theatre of "Beyond the Rocks," featuring Gloria Swanson and Rodolph Valentino. It was our intention to only show this picture one week but business was so tremendous that we held it over a second week.

In view of the time of the year and the conditions prevailing in the theatrical business, we consider the above clearly demonstrates the commercial value of this picture. Therefore, I hasten to send you this unsolicited testimonial as to its drawing power.

Yours very sincerely,

JULES E. MASTBAUM,

President Stanley Company of America.



Booking Representatives Now

"Bam," Toronto Exploiteer, says that the salesmen in Canada are not only sales representatives but "booking representatives" as well.

Recently Bam took one of the salesmen to see some exhibitors whom the latter had not yet met, and Bam introduced him as our Booking Representative.

Under the new system of selling playing time instead of just pictures, a salesman becomes a booking representative as he sits down with an exhibitor and books him, right then and there.

Bam states that the term "Booking Representative" makes a hit with exhibitors and is now being adopted by all the salesmen up there, due to the fact that there is a certain psychology to this in that the exhibitor is more ready to listen to a booking representative than to just a salesman, and he can be sold before he has a chance to think up any objections he probably had prepared for the salesman.

New York Exchange Entertained

On Monday evening, May 15th, members of the New York Exchange Paramount Club were the guests of "Teddy" Roosevelt, formerly salesman at that exchange, at the opening of his new theatre in White Plains, New York.

The club left the New York exchange in a huge bus and occupied the choice seats in the theatre upon their arrival.

After the show Mr. Roosevelt played host to the whole crowd and served delicious refreshments.

This is typical of the spirit Mr. Roosevelt maintained while he was in the organization and he states that he wants to keep in touch with the Paramount Club at that exchange.

A Broom Wizard



Mr. Kaufman

This is Mr. Kaufman, custodian of the building in which our Pittsburgh Exchange is located on Forbes Street.

Mr. Kaufman is there with bells on at five-thirty every night and has the exchange looking spic and span for the next morning.

Everybody likes Mr. Kaufman.

A Trip to Paramount—

(Continued from second page)

showing her in her many famous characterizations of past successful productions.

Everyone connected with the making of this super-special are worthy of the highest praise for it was no easy proposition to step in at the height of production activities and secure the services of the various directors and stars and Mr. Cruze's unit for a production of this kind.

Every scene had to be shot twice so as to make sure that they "cinched" it, for it would be a long time before another opportunity presented itself to get everyone in this picture.

Vernon Keays, Assistant Director to James Cruze, worked very, very hard and gave wonderful assistance to Mr. Beatty, as did Karl Brown, the cameraman and Walter Reed. Jack Cunningham wrote the scenario and Rob Wagner wrote the titles, the latter you will remember has written many successful movie stories in the "Saturday Evening Post."

The stars, too, put in a lot of time, for instance, Betty Compson, after an all night ride on a train from San Francisco, started in the early morning and after five changes of costumes and ten scene shots, she left the studio a real tired girl at 7 P. M. that night.

Bebe Daniels worked until ten-thirty at night.

Wally Reid more than showed his willingness to cooperate and after working all day started at 6:30 at night and did not leave the studio until 3:30 in the morning.

Dorothy Dalton worked very hard; in fact, all the stars and directors gave the utmost cooperation to make this production something that not only Famous would be proud of, but the exhibitors as well.

One of the most interesting incidents in the filming of this production is related to PEP by Mr. Beatty. Here's the story as Mr. Beatty told it:

"When we were photographing Dorothy Dalton, we were forced to cease operation on that particular day at 6:30 due to a very important engagement Miss Dalton had to keep. This you must remember was after we had secured three of her four characterizations, all on double exposure,

(Continued on next page)

Winnipeg Chatters

Miss L. Margolis—Correspondent

The Pep Club of the Winnipeg Office celebrated the winning of the Weeks Cup for the second time in succession, in the event of a theatre party, after which all enjoyed themselves at the office with refreshments and dancing. The Pep Club was highly honored by the presence of Mr. O'Neil, check auditor from the Toronto Office, and Mrs. O'Neil. The staff congratulates Mr. Carl H. Weeks, manager of the Winnipeg Office, as it is due to his untiring efforts that the cup remains here. Mr. O'Neil made the punch for the party, and all we can say is that Mr. O'Neil is leaving a reputation behind him here for the best punch maker going. Mr. O'Neil heartily congratulated Mr. Weeks and the staff on behalf of Mr. Bach and himself, on their good work. Many toasts and cheers were given to express the warm sentiment the staff felt at retaining the Weeks Cup here.

Mr. W. B. More, salesman for the Winnipeg Office, just returned after a six-weeks trip in this territory. We were all glad to see Bill again, as he has been bombarding this office with contracts since he left. However, he is not giving us much breathing space, as he is going out on the road again in two or three days. Go to it, Bill!

Percy Crewe, our accessories clerk, showed us all up at the Pep Club event the other night. He is some dance-artist, and made quite a hit with the feminine members especially. Now we know that it is "Peppy Percy" that keeps the Accessories Department humming.

Toronto Trifles

By Bam

Convention Season Opens—May 29-30 are the dates set when the Paramount clans of St. John, Montreal and Toronto will gather at the Toronto office of Canadian General Manager Bach when all plans and productions for the new season will be explained and discussed. On June 26 and 27 Mr. Bach will be in Calgary where he will hold a convention for the Winnipeg, Vancouver and Calgary managers and salesmen.

Visitors Here—Last week we had the extreme pleasure of a two-day visit from Colonel George Weeks, Commander of the Department of the Middle West. As usual, George Paramount had a good word to say to each and every one. This week we have with us F. Blakely, Paramount Representative at the Morgan Lithograph Co. He is in every respect one of the family and we hope to see him soon again.

Rosecan to Chicago—Ed ("Oilcan") Rosecan who came here from Winnipeg and points west is now slated for early transfer to the Windy City. Toronto's loss will be Chicago's gain.

Bill from Cincinnati



Bill Bugie

Our friend, Bill Bugie, is a live-wire and a fighter in every sense of the word. He hails from the Cincinnati Exchange where he has built up an enviable record as a salesman and having been connected with the exchange longer than any of the sales staff there.

Bill served in the world war and received a bad wound, and after recovering in a Red Cross Hospital, was decorated

by the French Government.

We are indeed glad to possess men of the caliber of Mr. Bugie.

A Trip to Paramount—

(Continued from page eleven)

so when we stopped at 6:30, so that absolutely every piece on the set would be perfect for the fourth characterization to be taken the next day, we had to nail down every piece of furniture on the set. Then we wired down the camera and nailed up the set so no cats or any stray individuals could wander on the set and move anything as much as half an inch, because it would have spoiled the other three exposures, in which case the entire scene would have to be retaken.

The next morning when we arrived on the scene, after going over every piece and seeing that the chalk marks were there in case some one would rip the articles off the floor, Karl Brown thought that the whole thing had tumbled through when he noticed they had forgotten to nail down an ash tray in the background. So rather than give the whole thing up, for they would have to shoot it again anyway in case it was moved, they took a chance and photographed Miss Dalton in her fourth characterization.

With eager eyes and all kinds of thoughts for the worst they saw the film and fortunately no one had touched the ash tray."

So you see the many things that had to be considered in making a picture of this kind.

When Mr. Beatty arrived at the Coast, he found T. Roy Barnes with a healthy growth of whiskers, grown of course for his part as Happy Jack in "The Old Homestead," so they had to write a part for T. Roy in this production where he could appear with his whiskers.

Again let us congratulate Mr. Beatty on a truly wonderful accomplishment and congratulate everyone connected with the making of this production for it is going to go over big and will be one of the greatest novelties and attractions that the exhibitors have ever had on their screen.

See this production, for it is a production and was listed so on the boards at the West Coast, even to the extent of having the call board written up to date for those to appear in the production that day.



Whiskers and Whiskers



T. Roy Barnes

This is none other than the genial T. Roy Barnes and his dog Whiskers.

T. Roy is here shown in his make-up for his characterization of Happy Jack, the tramp in "The Old Homestead."

Thrills—Did You Say?

See Wallace Reid in "The Ghost Breaker"

A Kentucky feud, a thrilling fight between the star and heavy in an elevator, a mad chase after an ocean liner, a haunted castle in Spain, a fight between the hero and the "ghosts," a beautiful Spanish girl and a typical, two-fisted American supplying romance—these are some of the high spots in "The Ghost Breaker," which will be a Paramount Picture starring Wallace Reid and directed by Alfred Greene, who also directed "The Bachelor Daddy," and "Our Leading Citizen," in which Thomas Meighan stars.

Those who are looking for thrills, frank entertainment, with the accompaniment of high-class acting and production, will find that for which they are seeking in this picture which Jack Cunningham adapted from the play by Paul Dickey and Charles W. Goddard. Lila Lee plays the Spanish señorita and a very funny colored servant will be interpreted by Walter Hiers, the noted comedy favorite.

Providing Raiment for 225 Spirits a Big Job for Lasky Costume Department

To make costumes for 225 disembodied spirits from over half a mile of silkline a yard wide was the job the wardrobe department at the Lasky studio had passed to them for "Borderland," Agnes Ayres' new picture directed by Paul Powell.

There is a scene in the picture which is decidedly fanciful in spots, with the whimsicality of "The Return of Peter Grim," wherein the shades of the departed are shown in some phase or other of their existence. The cloth for the spirits' attire had to be dyed and be darkened at the bottom by means of spray, to gain the proper effect.

Beulah Marie Dix wrote the photodrama, which, while it deals to some extent with psychic phenomena, is an up-to-date picture, the story of a jazz-loving wife who is about to make a false step when a long dead relative of a past generation returns to show her the error of her ways and saves her at the brink of disaster. Thus there is a cut-back sequence of the 1850 period. Miss Ayres plays the star rôle in both periods—going from crinoline to modern abbreviated or otherwise modish costume with facility and charm, it is said.



Will It Go Over?



Rudolf Bylek is trying to convince "Uncle George" Melford that he has a great sketch for one of the big sets on "Burning Sands."

The photo was taken at Oxnard, Calif., and shows George Melford, director (left), and Rudolf Bylek, his technical director.

The Rambler in Paramount Town

By Shirk

A man who is now playing in "To Have and To Hold," George Fitzmaurice's production, has appeared before 24 million New Yorkers in the course of his career. He has spent 57 years on American stages, fifty of them on Broadway.

This is W. J. Ferguson, the veteran character actor, playing Jeremy Sparrow in the Fitzmaurice picture which features Betty Compson and Bert Lytell, with Theodore Kosloff as the villain. And he's still going strong!

* * *

Bert Lytell, now playing in "To Have and To Hold," has discovered a new cure for a strained ligament in the arm. Just shoot a blunderbuss of the 1620 vintage fifteen times and you'll have a lame arm but any other difficulties with the member will be completely eradicated. Lytell had this experience during scenes for the big production in which Betty Compson and he have the feature rôles.

* * *

Theodore Kosloff, playing Lord Carnal in "To Have and To Hold," recalls that it is now fifty years since Anton Rubenstein, the first great Russian artist to display his talents in this country, came to our shores. Since then there has been a veritable avalanche here of Slav talent in all the arts.

* * *

Frank Hayes, who plays the rôle of Cy Prime in "The Old Homestead," appeared in more than fifty film comedies during a period of several years in that branch of the profession. And he can still make 'em laugh!

* * *

Arthur Edmund Carewe, who plays the Duke D'Alva in "The Ghost Breaker," starring Wallace Reid, was born in Trebizond, Armenia.

* * *

Betty Compson opines that if she continues to play rôles in pictures aboard ship, she'll have to put rockers under her house in order to sleep o' nights.

* * *

Theodore Roberts announces that he has at last discovered just the right kind of homespun for his suit in "The Old Homestead" but he admits that he will have to have recourse to the spirit gum and crepe hair for the whiskers necessary to the rôle of "Uncle Joshua" in the classic which James Cruze will direct for Paramount.

* * *

Leatrice Joy wears some magnificent gowns and wraps in Cecil B. DeMille's "Manslaughter." Thomas Meighan plays the male lead in this picture by Jeanie Macpherson, and Lois Wilson has a very strong character rôle.

* * *

Do you know what "Pink Gods" are? Remember, that's the title of the new Penrhyn Stanlaws production, in which will appear Bebe Daniels, James Kirkwood, Anna Q. Nilsson and others. Well, these are the diamonds, the luring, glittering gems, which are found in the great South African diamond fields, and which form the background of the story.

* * *

Some marvelously beautiful desert stuff was secured by George Melford for his new production, "Burning Sands," while in Oxnard, Cal., Wanda Hawley and Milton Sills are featured in this film.

(Continued on next page)

Looking Over the Script



Cecil B. De Mille has started his production "Manslaughter" and is here shown looking over the script with Leatrice Joy who will play the leading feminine rôle and Thomas Meighan, star, who will represent the District Attorney in this picture.

Says Tommy to Miss Joy, "It's a tough thing to send you to jail but it has to be done."

Another Knot Tied

Reminiscent of war days—a wedding in camp. While the George Melford company, 400 strong, was encamped in military style near Oxnard, California, Bert Glennon, chief cameraman, and Nannie-Grace Heron, Mr. Melford's script assistant, took advantage of a cloudy morning last week to drive to Ventura and be married.

The bride and groom have known each other since their school days in Los Angeles. Miss Heron has been with the Lasky company eight years, since her graduation from high school and practically since the establishment of the studio at Vine and Sunset, and has risen from stenographer to the envied position of film-cutter. Mr. Glennon has been cameraman with other companies, including a year in Australia, following his war service in the aviation division. He came to the Lasky studio some months ago, his first picture having been "The Woman Who Walked Alone," soon to be released.

"Burning Sands," the production on which the bride and groom were working at Oxnard, will show some of the most beautiful photographic effects ever seen on the screen, according to those who have seen the daily "rushes." Mr. and Mrs. Glennon will continue, for the present, in their positions with the George Melford Company.

A New Camera-Man



Bert Glennon

Here is Bert Glennon, a camera-man new to Paramount, though he has had lots of photographic experience, including a year in Australia, following his discharge from the Air Service. "Uncle George" Melford swears by him instead of at him, since Bert got such beautiful "stuff" in "The Woman Who Walked Alone."

Bert wears his moustache short, so that it won't get chewed in the cogwheels of his trusty Bell-Howell.



Immense Company Engaged in Making Fitzmaurice's "To Have and to Hold"

Equal to transporting a small town from one place to another was the hegira of principal players, extras, technical staff, laborers and equipment from the Lasky studio to the Lasky Ranch for scenes in the Jamestown street for the George Fitzmaurice production, "To Have and to Hold," in which Betty Compson and Bert Lytell are featured, with Theodore Kosloff in the heavy rôle.

Vans—several of them, each containing forty or more people, attired as settlers, Indians, colonists, etc.—left the studio at an early hour. Touring cars conveyed the principals, the directorial staff and others. Great loads of lighting equipment, etc., followed, making up a train that would have astonished the natives in the days of trekking across the plains.

Work was done both by day and night, and the attack on Jamestown was most graphically portrayed. Ten real Indians, appearing as members of Powhattan's tribe, mingled with some 150 white men, made up to represent redskins. Upward of a hundred women and as many men to represent colonists, etc., numerous children, dogs, horses, etc., composed a small army of extra people and livestock.

Ouida Bergere adapted Mary Johnston's novel of historic character, dealing with events in the early colonial days of Virginia in the reign of King James, the weak and vacillating monarch. The rôle of Jocelyn, his ward, is played by Miss Compson and Mr. Lytell is Captain

Ralph Percy, a brave and resourceful young soldier. Lord Carnal, the petted favorite of the king, with a black heart and a handsome exterior, is played by Mr. Kosloff.

The Rambler

(Continued from preceding page)

Those who saw Cecil B. DeMille's "Joan the Woman," "The Woman God Forgot," etc., will never forget the fine characterizations by Raymond Hatton. The splendid actor is back with us again in a rôle for "Pink Gods," Penrhyn Stanlaws' production.

* * *

"The Ghost Breaker" is under way. Wallace Reid has a real dashing, heroic rôle as Warren Jarvis, the young American who gets tangled up in a Southern feud and later in a melee with ghosts in a haunted Spanish castle. Lila Lee is leading woman. Walter Hiers is a very funny colored manservant; Arthur Carewe, J. F. MacDonald, Helen Dunbar and Snitz Edwards are all in the big cast and Alfred Green, who directed "The Bachelor Daddy," starring Thomas Meighan, is at the megaphone. Work started this week, with scenes in a New York hotel between Mr. Reid and Miss Lee.

* * *

There is certainly a plentitude of pulchritude on the stages at Lasky Studio these days: Bebe Daniels, Betty Compson, Lila Lee, Agnes Ayres, Jacqueline Logan, Anna Q. Nilsson, Sylvia Breamer, Leatrice Joy, Julia Faye, Wanda Hawley, Dorothy Dalton, Fritzi Ridgeway, Lois Wilson—all are either working or preparing to work in Paramount Pictures.

And the good-looking men are in evidence, too: Wallace Reid, Thomas Meighan, Rodolph Valentino, Jack Holt, Bert Lytell, Milton Sills, and others, are visible either in makeup or out of it.

* * *

James Mason is one of the latest additions to the cast of "The Old Homestead," which James Cruze will direct.

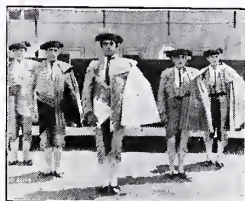
* * *

"The Old Homestead" started Monday, May 22. Theodore Roberts is Uncle Joshua. James Cruze directing.

* * *

Here's the list of people thus far engaged for "The Old Homestead": Theodore Roberts, T. Roy Barnes, Harrison Ford, Fritzi Ridgeway, George Fawcett, Ethel Wales, James Mason, Kathleen O'Connor, Ed J. Brady, Frank Hayes, J. Wall Covington—and three more to be added.

Ready for the Bull



"Bring on the bull," says Rodolph Valentino, who is here shown as Gallardo in the production "Blood and Sand."

Back of him are the four Bandarilleros of his cuadrilla.

The production is one of thrills and one that has required a great deal of time, especially of the star who was trained in the art of being a real Toreador.

Your Job Is A Big One —



The Pepville Gazette



Vol. 6. No. 47 MONDAY, MAY 29, 1922 Price: Put Four

THE PEPVILLE GAZETTE
PUBLISHED WEEKLY
Entered at the Postoffice through the Mail Slot
Editor's Office:
Betwixt and Between.
Weather:
Warm enough.

Didn't Remember
"How did you like the climate out in California," asked Bucks. "Didn't notice it," said Shucks, "but man, you should have seen those bathing beauties."

His Action
"When is your brother-in-law coming to visit you again?" asked a neighbor. "D'know," replied Gap Johnson, of Rumpus Ridge, Ark. "Didn't you invite him?" "Nope; dared him!"

His Reason
Rastus—So's you gwine to jine de army. Why didn't yo jine de navy instead? Sambo—Niggah, Ah can run fastah dan Ah can swim.

His Part
"What part did you take in the argument with your wife?" "I listened."

Feared the Worst
Camera Man—The director tells me we're going to film the landing of the Pilgrim Fathers. What part do you suppose he'll give you? Curly the Cowboy (gloomily) —I dunno. But judging from the fool parts I've had to play lately, I wouldn't be none surprised if I'd have to be the gangplank.
In the Making
"What if I get hurt?" "We'll rush you to the hospital and follow with a cameraman. Then the hospital sets needn't cost a cent."

Last Minute News

LONG ISLAND STUDIO OPENS THIS WEEK—WITH ALICE BRADY IN "MISSING MILLIONS"

HENABERY & LE VINO ARRIVE TO TAKE CHARGE OF THIS PRODUCTION—HENABERY TO DIRECT

MEIGHAN TO MAKE "BACK HOME AND BROKE" AT L. I. STUDIO STARTING IN AUGUST

JACK HOLT TO MAKE "MAKING A MAN" ALSO AT L. I. STUDIO

BLUE BELLS THREEWhat They Like to See





ANOTHER DIVINE POSSESSION

Order Taking—Or Selling—Which ?

There is a Vast Difference Between the Two as Pointed Out by G. E. Akers in His Following Article

DEAR PEP:

I was in a cigar store downtown yesterday when a cigarette salesman, or perhaps order taker, came in to take a few cigarette orders. He stood at the counter with his order book, putting down just exactly what the cigar man said he wanted, making no effort whatever to sell anything else that his Company might handle, but he was ready to leave when the Cigar Man mentioned the fact that there was some other cigarette that he had quite a few calls for but he couldn't think of the name. It finally came to him that it was "English Ovals." He asked the salesman if he handled that brand of cigarette and was told yes, whereupon he gave his order.

This is an excellent example of salesmanship as it should NOT be practised. Here is a representative of a Tobacco Company drawing a salary as a salesman and making no effort to sell various articles that his Company handles until asked by the customer if he could purchase same. Instead of this man going ahead and covering every different brand of cigarette carried by his Company and attempting to make a sale, he was satisfied to accept only what the customer thought he wanted.

This calls to my mind several pictures that are continually left off of contracts being received at the Home Office, and makes me wonder if some of our boys are not using the same methods of order-taking that this cigarette salesman used. If so, they are certainly not fulfilling their obligations either to the Company or to themselves.

Every picture and every accessory carried by this organization has cost us money, and we are entitled to the revenue from it. It is certain this revenue cannot be obtained if there is no effort put forth to obtain it. It is also just as certain that if proper effort is displayed by our sales force every picture in our stock can be sold at a price in accordance with its value.

Mr. Kent touched on a very important subject at our recent District Managers' Convention when he asked us if we ever tried to find out what our weakness was. How many salesmen in our organization are analyzing themselves? How many salesmen in our organization are making a sincere effort to sell every picture we have? How many salesmen in our organization are making a sincere effort to sell the proper accessories to exhibitors to assist them in putting pictures over? How many salesmen in our organization are giving the Company 100% efficiency in their selling, and last but not least, how many salesmen in our organization are following the lines of least resistance and putting themselves in the class of this cigarette order taker I told you about above?

Let's hitch up our belts, boys—look ourselves over and find out what class we are standing in. This is the first step towards "SUCCESS."

G. E. AKERS.

Div. Sales Manager.

Scates Says:

"You can go ahead and have the silver cup engraved for Division one as we have a nice conspicuous spot for the occupancy of the cup at the Boston Exchange."

Scates is the Boston Branch Manager and says if anybody takes the cup away from Division one, it's going to be after a terrible fight.

Buffalo

If you were at the convention at Albany for District No. 2, you would have noticed the famous Buffalo banner which read:

Buffalo boys burst business barometers
United, untiring, unconquerable, undefeated
Fast, famous, furious, fighters
Forever foremost, finishing first
Always aggressive, attentive and accurate
Loyal, live, leading legation
Obviously original, outwitting others.



Paramount Is A Profitable Investment

Adolph Zukor Host at Golf Tournament at His Farm

Adolph Zukor was host Saturday to a number of friends and heads of departments in the company's home office at a golf tournament at his country home, Mountain View Farm, in Rockland County, New York.

In the morning qualifying round of eighteen holes, Oscar Morgan won first prize. Second prize went to Mr. Zukor and A. M. Botsford won third prize. In the afternoon round of eighteen holes, Jerome Beatty won first prize and second and third prizes went to F. V. Chamberlin and O. R. Geyer. John C. Flinn, with a score of 170, had low gross on the 36 holes, with Oscar Morgan as runner-up, with a score of 173. Vincent Trotta was awarded the duffer's prize. First prizes were silver cups, second prizes were silver cigarette cases and the third prizes were silver match cases.

The following qualified for the final to be played at a later date: S. R. Kent, John C. Flinn, Oscar Morgan, Eugene J. Zukor, F. V. Chamberlin, A. M. Botsford, E. E. Shauer and Adolph Zukor.

Kantner Prepares Unique Ad

Oscar A. Kantner, Exploiteer at Indianapolis, has put over what we think is one of the finest full page ads to date.

In speaking of the finest in this respect, we mean in the actual message delivery on Paramount pictures.

In the Vincennes Morning "Commercial," page 11, is a real eye-catcher, for at the top of the page is that wonderful seal trade-mark, Paramount Pictures.

Under this and directly over photos of twelve of our stars and leading actors and actresses, is the phrase—**All these stars—under one banner, are contantly striving to produce the standard of screen entertainment that will evidence progress that is being made in most pictures productions.**

Then as stated above, comes a dozen attractive photos and below these a strong announcement by the theatre management which incorporates the coming attractions.

The outstanding feature of this ad is not alone the eye-catching part of it or the dozen attractive photos—it is that intimate message to the public from Paramount Pictures (as the public knows us), giving our desire to produce for the screen, pictures that will satisfy them—the public.

This is an exceptionally good idea for anyone to follow out and exhibitors would sign themselves ahead of the time if they would step out, so to speak, on the signing of a new batch of pictures and announce it in this way.

It's unique.

It's attractive.

It puts over the message—Paramount Pictures.

After a Call



L. J. McGinley

You can easily tell that L. J. McGinley, salesman out of our Salt Lake office, covering the Montana territory, has landed a contract by the comfortable posture of his physical anatomy, on the station platform awaiting the train for his next sale.

Mr. McGinley is a great booster, not only for sales but advertising and exploitation.

District Two Holds Convention

The sales force of the New York District held a convention at the Ten Eyck Hotel, Albany, on May 23d, which was attended by Messrs. S. R. Kent, John Clark, Harry Ballance, Hal Hodes and Henry Salsbury, from the Home Office; Harry Buxbaum, New York District Manager, as well as three branch managers; Harry Danto, New York Exchange; Allan Moritz, Buffalo Exchange, and N. W. Kempner, Albany Exchange, together with fifty salesmen from the New York, Albany and Buffalo Exchanges.

The convention was particularly successful and conditions in the territory of each salesman were gone over, showing that the coming year would undoubtedly be one of the biggest Paramount years ever experienced.

In the evening a banquet was held at the Ten Eyck, with Harry Buxbaum as toastmaster, and the speakers of the evening were Messrs. Kent, Ballance, Clark, Hodes, Gledhill, Lee, Burnstine, Freeman, Fater and McCarthy.

This get-together was so successful that in the future it is to be a regular event in the Paramount organization.

They Accept

Enthusiasm plays a leading part in the wires and letters of assurance sent to George Weeks by Messrs. Bernstein, Given, Hughes, Elder and Dugger.

From all accounts it is going to be a licking of the other two divisions if these boys go thru in accordance with their statement to their commanding general Weeks.

They claim that the loser in one race means the winner in the next, so division two is going to give divisions one and three a race for their lives.

Watch them go.

PARAMOUNT PEP

"BUT ABOVE ALL THINGS,
TRUTH BEARETH AWAY THE VICTORY"

This Publication is Distributed Only to Officials and Employees

of the
FAMOUS PLAYERS-LASKY CORPORATION
Its Contents are Strictly Confidential

PAUL L. MORGAN - - - - - Editor

Vol. 6 JUNE 5, 1922 No. 48

PEP

The dictionary and PEP are at odds again.
A little scrap over the word PEP.

Our friend Dictionary says there ain't no such animule and PEP says that he is not in the dictionary but that he has his own book and that it is more widely read than the former.

Seems that the word PEP was found or rather plucked by some live person and applied as a go-get-'em adjective, and although there is a word PEP in the dictionary which comes under the footnotes, it is not at all referred to as a spirit of liveliness but as an artificial flower. So believe us, folks, that there ain't nuthin' artificial about the PEP displayed in and around our organization because never before have we witnessed such a wild, go-get-'em, knock-'em-cold, drag-'em-out, sick-'em, fast and furious PEP spirit as you boys in the field are displaying now.

It will all count for something—this we know you know. If we didn't we would sadly be forced to refer to it as artificial and that is the last word in our vocabulary which should be torn out of your everyday dictionary.

PEP and enthusiasm go hand in hand in our big family of go-getters and without them you cease to be the real thing—you become artificial; and, boys, the exhibitors today are looking for the real thing for their public.

That real thing is Paramount Pictures.

That real thing is live-wire, peppy representatives to not only interest the exhibitor in Paramount but to make him your friend and one who will rely on you to supply him with a product that means PROFIT to him.

PEP, boys, that's what you need and we love to see it, you love to see it and the exhibitor loves to see it.

Have you got it?

No, you won't find it in the dictionary as we apply it but you can dig up the word out of your little dictionary that rests on the top of your two shoulders and if you'll apply it to yourself, Mr. Man, you'll ride the road to success in anything you undertake. If you fall in the attempt it will not be PEP'S fault but it will be him that will pick you up and start you off again.

Get acquainted with this bird.

Along Comes Ruth



Ruth Nelson

Folks, we want you to meet Miss Ruth Nelson, a reticent blonde beauty who hails from the Des Moines Exchange.

She acts in the capacity of an able clerk in charge of form 40.

Ruth has heretofore been connected with another film concern so she is not new in the business.

Farewell to Clark

Nearly one hundred and fifty exchange men, exhibitors and others, identified with the motion picture industry in Philadelphia, assembled in the north roof garden, Hotel Adelphia, Thursday evening, May 25th, and participated in the farewell dinner held in honor of John D. Clark, for several years manager of our Philadelphia Exchange, who has been promoted to the position of special representative in the sales division.

The oldest movie man here doesn't recall an event of this kind. It was different. The atmosphere, of course, vibrated congeniality but there was a touch of solemnity when Mr. Clark thanked everyone for the reception tendered him. He was presented with a two-carat diamond ring and a traveling set, the latter by his associates, the employees of the Philadelphia Exchange.

Bertram Rearick, a prominent Atlantic City attorney, acted as toastmaster. Among the speakers were: Felix Mendelssohn, Goldwyn; Bob Lynch, Metro; Bill Heenan, First National; J. M. Flynn, Robertson-Cole; Abe Sablosky and Frank W. Buhler, Stanley Company of America; Mike Stiefel, Jacob Fox, C. N. Warner, Marcus A. Benn, Adam Suelke, Dave Barrist, exhibitors; and M. S. Landow, of the Philadelphia sales division.

The committee in charge of the event were: A. C. Benson, M. S. Landow, E. M. Orowitz and E. W. Sweigert.

Day to Sail Soon

John L. Day, our South American representative, will sail for Rio de Janeiro on the American Legion on June 10th, on his annual trip to Brazil. He will spend several months at our offices in Rio de Janeiro and Sao Paulo, arranging for increased distribution for our pictures during the coming year, under plans worked out with E. E. Shauer, director of our Foreign Department.

He's a good fellow to know and if you stay on good terms with him you'll have a life-long friend and advisor.

Have you got it?

The Wages Of Paramount Is Success

Cincinnati-Indianapolis Convention Riot of Enthusiasm

S. R. Kent's Masterly Analysis of Coming Forty-One Pictures Takes Salesmen by Storm
By Samuel Cohen—PEP'S Staff Correspondent

When Herb Elder, District Manager, called to order the convention of the Cincinnati and Indianapolis offices on the Saturday afternoon of May 27, at the Hotel Gibson in Cincinnati, it was with the definite assurance that Mr. Kent would be present on the following morn to review the lineup of next year's product.

Mr. Elder gave the "boys" an outline of the high spots of the District Managers' Convention recently held in New York, and then launched into a most inspiring talk on the coming Paramount Week. After he finished, every salesman present pledged to deliver far and above what his individual quota called for. It was the consensus of opinion that SUCCESS, in bold, capital letters was as inevitable as the rising of tomorrow's sun; and that after the smoke of the battle of Paramount Week had cleared, the eagle of victory would be safely perched over District No. 10.

Hal Hodes, Cosmopolitan salesmanager, was then introduced. This was the first time that Hal (he doesn't like to be called Mr. Hodes) had been present at a get-together of these exchanges. He delivered an address dealing with Cosmopolitan problems, policies and product that for honest-to-God earnestness and straight-from-the-heart sincerity had never been heard before. The tremendous outburst of applause that followed was to be expected. He had reached the hearts of all those present and sold himself 100%!

In rapid succession, there then followed talks by Messrs. Regan, Kantner, Dixon and Cohen—every one chockful of pep, breathing determination and fight. Each received an enthusiastic reception, after which the meeting adjourned for the day.

Bright and early Sunday morning, Mr. Kent, after an ovation that would have gladdened the heart of a President of the United States, reviewed in detail each one of the coming forty-one pictures. By the holy pink-toed prophet, the storm of applause, mingled with cheers, that swept through

(Continued on Page 13)

A Good Stunt

When an exhibitor enters the Accessories Department of the New York Exchange, a very colorful and attention-attracting mounted banner greets him cordially. The banner reads as follows:

When you enter here, you are among friends!

If there is anything you want to know about Accessories, don't be afraid to speak up.

We are here for the sole purpose of helping you exploit our pictures so that you will get the most out of them.

We are only too glad to help you, for after all, your success is ours as well.

Let's get together.

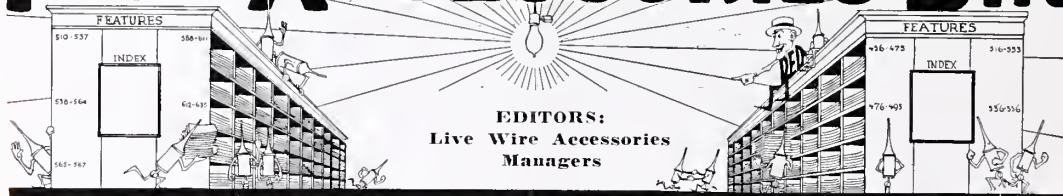
This is one of the numerous "live-wire" advertising ideas of Morris Gluck, Manager of the Accessories Department, and already the results therefrom are most gratifying.

MR. PEP SAYS:

The way of the transgressor is hard, but he doesn't lose any sleep over the price of tires and gasoline.



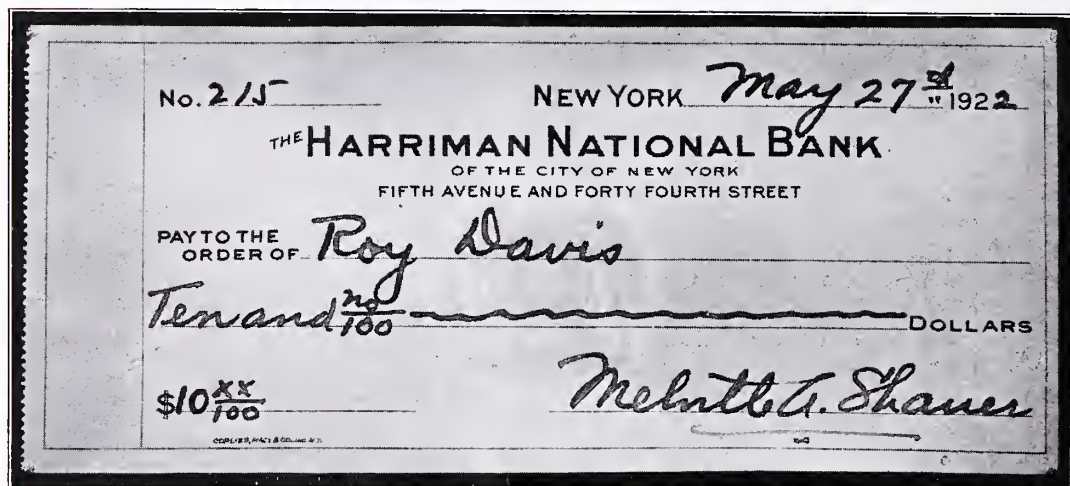
PEP'S ACCESSORIES BIN



(Send in the best accessories slogan for this space, and win ten dollars)

If It's Worth Running, It's Worth Advertising

Roy Davis, Pittsburgh Accessories Manager, Wins Prize for
Best Accessories Slogan



"IF IT'S WORTH RUNNING IT'S WORTH ADVERTISING." That's what Roy Davis says, and that's what we have adopted.

And we hope that every member of the Paramount selling organization will adopt it and say it, too. We hope every exhibitor will say it and put it into practice.

Congratulations, Roy. Your slogan was picked from 78 which were submitted. To the other boys goes just as much credit for trying. But yours hit the nail on the head.

We thank you for this constructive message. We feel, too, that if it's worth "winning" it's worth advertising, so we are giving you a facsimile reproduction of the check which is now in the mails to you.

PEP'S ACCESSORIES BIN

CONTINUED

Sales I Have Made

"We wish to call attention to the fact that Mr. Robb, salesman in Zone 3, disposed of 575 stills on Valentino, in the city of Toledo."

F. T. MATTIS,
Detroit Accessories Manager.

"Accessories sales for week ending May 27th showed a marked and pleasing increase in volume of items sold.

"1256 one sheets, or more than we have sold in any one week this year. 53 twenty-four sheets, likewise. 1295 window cards, which I believe is our record. 18,800 heralds and 161 insert cards to top it off."

J. J. CURRY,
Des Moines Accessories Manager.

This is very encouraging, Jack. It looks like you are going to make a real winner out of the Accessories Quantity Schedule.

"During the last 15 weeks I have averaged the sale of 55 twenty-four sheets per week."

ROY DAVIS,
Pittsburgh Accessories Manager.

This is steady twenty-four sheeting 'em, Roy. Wait'll you see the stands on our Fall productions. Your sales then will make this figure look sick.

"For the week of the 27th, we sold 309 insert cards."

A. N. SCHMITZ,
Milwaukee Accessories Manager.

On "BEYOND THE ROCKS" Eli Orowitz, Exploiteer at Philadelphia got up a very interesting talk on accessories which he had printed on a long strip of yellow paper headed "IF YOU'RE SATISFIED WITH YOUR BUSINESS THROW THIS AWAY IN YOUR BASKET."

In this he outlined the value of using Paramount accessories and closed it by saying: "If you don't clean up on 'BEYOND THE ROCKS,' don't shed tears. It's your own fault." And what's more, exhibitors listened to Eli's call.

"I sold 100 insert cards on 'BEYOND THE ROCKS' to the Hippodrome, Buffalo.

"We sold 1,016 insert cards and 45 twenty-four sheets during the week of April 29th."

R. L. WILLIAMS,
Buffalo Accessories Manager.

Business Getters



Here is a six-sheet that will make you step right out and try the Spanish tango. Judging from the applause it received at our recent Convention this poster rates about a thousand per cent.

Another Letter

The letter below was received by Max Rehfield, our Omaha Accessories Manager, from H. B. Watts, the Strand Theatre in that city. The letter reads:

"Dear Mr. Rehfield:

"Replying to your letter regarding my satisfaction with paper furnished by Famous, I wish to say that I am very well satisfied.

"Ninety per cent. of the time it is wonderful and all in all it is of a uniform high standard.

"Your insert cards out-distance those of any other organization and you will probably recall that I have just installed a number of these frames in various parts of the theatre. Therefore you can rest assured that had these frames not been of a high calibre, I would not have put them in prominent places in my lobby.

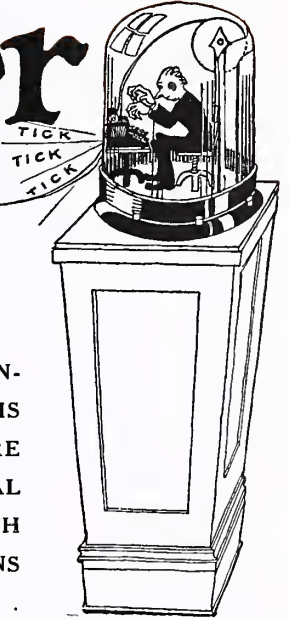
"I AM SURPRISED YOU ASK ME IF I WOULD RATHER USE NEW PAPER THAN OLD—HOW CAN ANY PROGRESSIVE LIVE SHOWMAN THINK OF USING USED PAPER THAT IS PROBABLY DIRTY OR SOILED, WHEN FOR A FEW ADDITIONAL CENTS HE CAN HAVE A NICE, NEAT, ATTRACTIVE LOBBY OF CLEAN PAPER?"

Yours truly,
H. B. WATTS."

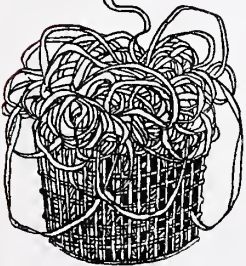
It Takes Pep To Do It



Pep's Ticker



JOHNNIE HICKS ARRIVES AT SAN FRAN-
CISCO FROM AUSTRALIA . . . IS ON HIS
WAY EAST TO HOME OFFICE . . . WE ARE
ALL ANXIOUSLY AWAITING HIS ARRIVAL
. . . L. I. STUDIO LIVENING UP WITH
ALICE BRADY MAKING MISSING MILLIONS
. . . HENABERY AT THE MEGAPHONE . . .
WHILE SATAN SLEEPS TOOK US BY
STORM . . . WE SHED MANY A TEAR ALL
THROUGH THE PRODUCTION . . . IT'S A
KNOCKOUT, BOYS, AND SEE IT BY ALL
MEANS AT THE EARLIEST MOMENT . . . P . . . F . . . H . . .
NEW ENGLAND HELD A LIVELY SALES CONVENTION LAST
WEEK . . . H. G. BALLANCE ATTENDED PHILADELPHIA,
ALBANY AND BOSTON CONVENTIONS . . . E. . . . H . . .
JOHN FLINN AGAIN WINS AT GOLF . . . SEE STORY . . .
AKERS HITTING THE HIGH SPOTS OUT IN THE TERRITORY
. . . S. R. KENT OUT IN MIDDLE WEST . . . WAS IN CHICAGO
THURSDAY AND FRIDAY . . . WALT LINDLAR VISITING
SEVERAL EXCHANGES . . . IN CLEVELAND LAST WEEK.
JOE SEIDELMAN SAILED FOR SOUTH AMERICA LAST WEEK
—BON VOYAGE, MR. AND MRS. JOE . . . SPOFFORD, OF
PURCHASING DEPT., TOOK UNTO HIMSELF A WIFE LAST
SATURDAY—CONGRATS.



"If It's Worth Running, —

New England District Sales Convention — Big Success

Special to PEP from New Haven

On Friday, May 26th, John D. Powers, manager of the New Haven Exchange, gathered all his fellow co-workers at the said Exchange together; namely, Fred E. Walters, Exploitation Representative; Maurice Rabanus, Salesman of Zone 3; Lester Tobias, Salesman Zones 1 and 2; and Henry Germaine, Head Booker, and started forth on a pilgrimage to Boston for the big sales convention of the George J. Schaefer Clan. That the convention proved a real success is assured, insofar that every member of the Boston, Portland and New Haven Exchanges were filled with enthusiasm and pep for the coming product of 1922-23. From all indications the slogan adopted at the convention will prove more than a slogan, will prove the truth.

That the New England District is out after the big showing not only for the coming season, but also for the Fifth Annual Paramount Week, is proven by their slogan, which is: "Any Exchange Can Win Once, But It Takes A Good One To Repeat." That every man, personally, was sincere in his pledge was proved by a rising vote to Mr. Schaefer, District Manager of New England, by his telegraphic pledge to Mr. Kent.

To give the convention real momentum, and still put it over in a bigger way, Mr. H. G. Ballance, Divisional Sales Manager, was on hand, and it might be worth while to state the enthusiasm of Messrs. Ballance and Schaefer was duly absorbed by everyone present.

Considerable credit should also be given to John McConville, Exploitation Representative at Boston, and Herman Lorber, the Office Manager at Boston, for the capable manner in which they handled the social side of the convention. Everyone willingly admitted Herman Lorber knew how to arrange for a cracker-jack luncheon and a banquet; John McConville knew how to secure good entertainment and put the finishing touches to a banquet; namely, proving himself a delightful and worthy toastmaster.

The convention opened at 9:30 A. M. in Mr. Schaefer's office in the Boston Exchange, where various topics were brought up until 12:30 when a recess was called for luncheon at the Hotel Brunswick. Promptly at 1:30 convention opened again, business taken up and continued until close at 5:30 when everyone adjourned to their various hotels. All met again at the Copley-Plaza for the big banquet at 7 P. M. As mentioned above, the banquet proved a real success. Everyone present went to the Spring Dance and Social of the Boston Paramount Club at the Amelia Burnham Studios. Of course, an enjoyable time was had by all.

Two members of the New Haven Exchange must have walked from the Copley-Plaza to the Studios, for they were just full of luck, each winning a prize which was being raffled off for the benefit of the Boston Paramount Club.

John D. Powers and every member of the New Haven Exchange certainly appreciated every moment spent at the convention and enjoyed every moment of the social and entertainment. In fact all vote the conventions be held early and often.

MR. PEP SAYS:

Beauty is only skin deep.—A girl's freckles are not as pretty as her blushes, but they're more genuine.

From Little Old New Haven



Frances Rosenstein
ultimate success to our booking department.

From the Yale college town comes a girl by the name of Frances Rosenstein, who is secretary to the Booking Manager at the New Haven Exchange.

Miss Rosenstein is a quiet, easy-going young lady but possesses that ability necessary to bring

Paramount 14—Universal 1

Although the Paramount nine swamped the fast slipping Universal team last Saturday a week ago by a 14 to 1 score, they failed to gain in the Motion Picture Baseball League race. A triple tie for first place still exists between Paramount, Goldwyn and First National.

The Paramount team is determined to cop the pennant this year, but the trouble is that Goldwyn and First National are showing just as much fight as the Paramouteers. Next Saturday's game between the Home boys and Goldwyn should be a hummer, as first place hinges upon the result.

After the first inning of last Saturday's game with Universal the affair became a farce, and the Broadwayites were glad to cry, "Quits," in the seventh inning. Hyatt and Owens performed for Universal while Rovet and Cassidy "battered" for Paramount.

Just before game time Frank McIlvain, mascot of the Paramount team and son of "Mac," the manager, was presented with a baseball glove by the members of the Home nine in honor of Frank's eleventh birthday. Frank made a long speech of acceptance and appreciation and promised faithfully to take better care of the bats.

It's Worth Advertising."

Washington Paramount Club Holds Dance



Above is a photo of the Paramount Club and their friends taken in the ballroom of Washington's most beautiful apartment hotel, on the night of their initial affair held on May 17th.

Attractive invitations were sent out to the friends of the members of the Washington (D. C.) Exchange, with the result that everyone turned out for the big affair.

It was a wonderful success.

Based on this wonderful success, they are planning many other lively affairs.

Herb Krause can be seen just a little to the right in the center.

Chicago Creed

C. C. Wallace, our branch manager at Chicago, has a definite idea of the treatment which should be accorded the exhibitor who does business with their exchange.

In a letter to all employees Mr. Wallace has incorporated "The Paramount Creed," which reads:

"I will radiate cheerfulness at all times and in all places.

"I will be civil and courteous to every exhibitor, both in my correspondence and in my personal and 'phone conversations.

"I will extend to every exhibitor cooperative assistance in intelligently analyzing his business conditions; in solving his problems; in increasing his receipts; in selecting his accessories and in making his bookings 6 days in the week from 8:30 A. M. to 5:30 P. M. All this I will do with the end in view of creating and keeping a state of good will in existence between the exhibitor and Paramount."

Mr. Wallace further states that it is absolutely imperative that every person in the exchange carry the Paramount Creed with them at all times and do all in their power to make the exhibitor feel that he is our friend and we are his and that any employee who feels that he cannot stick to this Paramount Creed has no place in our organization.

"Now let's all pull together," says Mr. Wallace, "and make our exchange the most attractive and desirable of all from the exchange standpoint."

Another Benedict

Friends of Mr. H. F. Browne, statistician at the Home Office, received a surprise when it was announced that while on his vacation he had taken unto himself a wife. The affair, which took place in Springfield, Massachusetts, was one of the social events of the season.

He in turn was surprised when he was recently invited out to lunch and walked into a prominent restaurant where he found a group of his friends had gathered to celebrate the event.

He was the recipient of a suitable gift and the congratulations and good wishes of every one present.

Mr. W. B. Cokell, Chief Statistician, acted as master of ceremonies and Mr. R. W. Saunders, our Comptroller, honored the occasion by his presence

Sonin Back

Carl J. Sonin, formerly salesman at the Washington, Buffalo and New York Exchanges, is back again at the New York Exchange, and states he is most happy that such is the case. He is salesman in Zone 13.

Mr. Sonin is a Paramount salesman of wide experience, having been connected with the organization for some three years. He therefore feels perfectly at home, as do all the exhibitors in his territory, every one of whom he numbers among his friends.

Actor—Salesman



Now that "The Man From Home" has been made into a Paramount picture, an interesting photo of the play from which it was made is brought to light by Alfred Ferraro, who is the waiter standing behind the elderly couple seated at the table. Wm. Hodge is at the extreme right.

All of which brings out conclusive proof that Al was once on the stage. It will be noted that we refrain from stating that he was an actor, but be that as it may, Ferraro is one of the best Paramount salesmen working out of the New York Office, handling Zones 5 and 6, to the real satisfaction of both exhibitor and exchange.

Cleveland News

Miss R. Labowitch—Correspondent

Oh! Boy, but it did seem like Old Home Week in Cleveland the other day when Mr. Herbert E. Elder, our former manager, walked into the office.

Mr. Walter P. Lindlar came in to see us this week. It's been a long time since Mr. Lindlar was here but our little office appreciates these little visits even if they are few and far between.

Mr. S. G. Sladdin is now at the Cleveland Exchange as Exploitation Representative. He succeeds Mr. Harry L. Royster.

Go After This

O. V. Traggardh, through his promoter, John P. Goring, in this particular deal, while not wishing to dampen the spirits of other offices towards acclaiming the highest honors for number of bookings during Paramount Week, is willing to put up a dozen sweet, juicy, non-frostbitten Sun-Kist California oranges against a pound of the hardest frozen Iowa hailstones that the California Office will average a higher percentage of theatres booked solid that week, based on the total number of possibilities taken than any other office in the country.

Is the deal on—if so communicate with Mr. Traggardh through John P. Goring.

Milwaukee Fifth Annual Paramount Week Drive News

By R. C. Gary

The born winner never gives up—The Milwaukee Exchange is out to "cop" 1st Fifth Annual Paramount Week Prize.

Some people think that the Curtis Publishing or W. R. Hearst is the biggest publisher in the United States, but they don't realize the extent of the Paramount publication—PEP. We do!

A. N. Schmitz, Accessories Manager, is making a special drive to impress on the mind of the salesman the importance of advertising. In his campaign Mr. Schmitz says, "I think every salesman should describe to the exhibitor the paper and other accessories we have for sale, and picture to him the value of paper, photos in lobbies and adjoining stores, side streets and avenues, and wherever there is space enough to tack up a piece of advertising, so that the people can see it, and know his theatre is showing Paramount pictures." Mr. Schmitz is certainly doing his part for that first prize.

Al. Bernstein, Manager, is certainly a live wire, always on the jump, and these same characteristics he instills into his road men. If you think that Al. is not out for First Paramount Week Prize, just attend one of our sales meetings.

H. L. Conway, Salesman Zone 3, is certainly making a good record for himself. Horace for the past three months has not submitted a contract that did not have all the dates set.

Milton M. Hirsch, who covers Zone 1, has sold 12 solid Fifth Annual Paramount Week bookings. Milt's possibilities are 61 and he says he is going over the top 1000 per cent. After September we know we will address Milt as Manager Hirsch. He'll be one of the "Eight Branch Managers Wanted."

Especially Posed



Ladies and gentlemen, meet Miss Vesta Waddell, of our New Orleans Accounting Department.

The setting is outside of our New Orleans Exchange and the title of the picture is given as "Spring."

Vesta Waddell

Denver Chats

By Rick Ricketson

Al Johnson, the "Wally Reid" of the Denver office, is having his troubles. Little things like ordinary fevers, ills and "isms" mean nothing in his young life. But Al has contracted one of the dreadful diseases of spring. It's in the air, it's everywhere. No matter where he turns he meets that little fellow with his arrow drawn. The birds are humming their sweetest song, the flowers have a new perfume and even the typewriters are chanting a pleasant melody. You've guessed it! Al becomes a benedict in early June.

A. E. Reed, our genial booker, has joined Hugh Braly, our Wyoming sales representative, to help sign 'em up for Paramount Week. NUF SED!

The Paramount idea means everything. Until you grasp it, success will not be yours. The best illustration of this is A. E. Dickinson, Denver's most recent acquisition to the sales force. "Dick" was in the Accessories Department of the Omaha Office. He thought he could sell and they gave him a trial among his friends. He more than made good. "Dick" was sent to Denver. It has been a repetition of his Omaha success. "Dick" knows the value of the Paramount trade-mark, he knows the value of exploitation, national advertising and accessories. Before he starts to sell an exhibitor pictures he thoroughly sells him on those few preliminaries and as a result he is making friends and getting bigger contracts in his zone.

Some Recommendation

"It takes Paramount pictures to do it," says A. W. Nicholls of our Des Moines Exchange, in quoting on a contract for a small town in Iowa. Mr. Nicholls' recommendation read:

"These are not spot bookings and prices were very best we could secure and I recommend that they be approved. This theatre is a very bad one. It has a slaughter-house tankage stored in the rear of the building, and naturally the stench is terrible in the summer. It takes Paramount Pictures to do business under such circumstances."

New York Exchange

Fred Greene—Correspondent

The Accessories Department welcomes the new Accessories Clerk, Al Tropp.

Al states emphatically that he is delighted with both the work and his associates in the department.

Another welcome addition is Miss May Reiss, who has taken over the work of contract clerk formerly handled by Mrs. Kiser, resigned.

Miss Reiss is aptly acquainting herself with the routine of her work, as well as with the personnel of the Exchange.

Joseph Davis is a new auditor in the Accounting Department, and is making excellent progress, although this is his first experience in the motion picture business.

Lively Nine



Out in Long Island there is a bunch of boys who possess the real pep whether it is in athletics, work or any form of life.

These boys are from our big Long Island Laboratory and are out to make a record this year with the ball and bat. They have won two games from a New York team and a Long Island team and lost two, the last time being forced to bow down to the home office nine.

In the photo left to right, standing: Harry Dees, "Eddy" Trumble, Johnny Swain, Dick Hoene, Al Cloward, Mgr. Frank La Grande, Reggie Beakes, Jerry Hurton, Fred Thummier, Asst. Mgr.

Center row: Joe Wullschleger, Harry Shapiro, Lou Kopperman, Capt. Barney Rogin, Frank Mona.

Sitting: Joe Kyle, Leonard Welsh and "Boie" Kennedy.

Cincinnati—Indianapolis

(Continued from Page 5)

the room at the close of his analysis, rocked the hotel to its very foundations! No such whole-hearted, spontaneous demonstration was ever witnessed before! It was positively awe-inspiring!

In the afternoon John Clark, who had come up from New York with Mr. Kent, discussed various sales problems and the opportunities with the organization for advancement. He received a tumultuous reception. Messrs. Regan and Hodes again spoke and were followed by "Hardboiled" Harry Neill, Cincinnati salesmanager, who recited several interesting personal sales experiences.

The banquet in the evening came as a fitting finale! Gene Haddow, the versatile office-manager, had done himself proud. Upon him had fallen the arduous responsibility of arranging all the details of convention and banquet; and as usual Gene successfully accomplished a difficult task. A wholesome spirit of fun was in abundant evidence. In addition to the delicious food served, various talented individuals obliged with songs, stories, music and speeches.

For a bang-up finish, the men all stood up and cheered that grand "old" man ("old" is here used in the affectionate sense of the word) and best-beloved person in District No. 10, Herb Elder, our humorous district manager.

And then with faith in their product and courage in their hearts, every salesman went out with the determination to bring the exhibitors in his zone out of the shadows of mediocre pictures into the sunlight of Paramount!!!



The Rambler in Paramount Town

By Shirk

James Cruze has started shooting "The Old Homestead," in a typical kitchen of spotless character such as one finds down East. Meanwhile a wonderful street scene of some forty houses has been constructed at the Lasky Ranch, one of the most perfect of its kind ever built for a motion picture.

Theodore Roberts is certain to make a wonderful Uncle Josh and George Fawcett could hardly be surpassed as Holbrook—the iron-willed storekeeper. Lem, his rascally son, is played by James Mason. T. Roy Barnes is a wonderful Happy Jack; Ethel Wales is a fine Matilda; Fritz Ridgeway is Ann to the life and Rose, with her bustle, her vampish pose and her foolish desire to be a lady of leisure is portrayed by Kathleen O'Connor. There are a lot more people—Z. Wall Covington, Frank Hayes, Ed J. Brady, etc. Harrison Ford has the great part of Reuben, the boy who wanders away after his escape from jail with Happy Jack.

Julien Josephson has made a wonderfully fine continuity and the adaptation is by Perley Poore Sheehan and Frank E. Woods. Walter Woods is supervising.

"The Old Homestead" in its new form will be greatly elaborated—it will show all that we have imagined from the stage play—and it will live again as one of the greatest human comedy dramas of a century.

Real cannon in large quantities were built for George Fitzmaurice's "To Have and To Hold," and a real ship will be blown up shortly for the piratical scenes in this big story in which Betty Compson and Bert Lytell are featured with Theodore Kosloff playing the heavy rôle. Ouida Bergere made the adaptation.

MR. PEP SAYS:

Charity covereth a multitude of sins;
always our charity and other people's
sins.

More Studio News

By Shirk

A test of make-up and costumes for characters in "The Old Homestead," to be directed by James Cruze, was held the other morning at Lasky Studio. Fritz Ridgeway, who plays "Ann"; T. Roy Barnes, who portrays "Happy Jack"; Ethel Wales as "Aunt Matilda," and Harrison Ford in the rôle of "Reuben" were thus "tested" and found up to the mark. Theodore Roberts is still getting his garments together and figuring out the best way to wear his artificial whiskers. He will play Uncle Joshua. George Fawcett will be the old curmudgeon and tight-fisted "Holbrook."

Walter Hiers is still figuring out how he will be able to wash off the burnt cork most quickly after the day's work in his rôle of "Rusty Snow," which he plays in "The Ghost Breaker," Wallace Reid's new picture, directed by Alfred Greene.

George Melford is more enthusiastic over "Burning Sands," than one recalls his having been for a long time past. He thinks it is going to be a big winner—and it ought to be, considering the story, cast and producer. Wanda Hawley and Milton Sills are featured. Jacqueline Logan has the best part of her career, many say. Robert Cain is a wonderful villain. Winter Hall, Louise Dresser, Cecil Holland and others also have fine rôles.

Mary Miles Minter, back from Honolulu, has a nice even coat of tan which adds to her loveliness. She had a wonderful time, she declares, but is glad to be home.

Elliott Dexter dropped in for a social call at the studio the other day. The former Paramount favorite is looking and feeling extremely well.

Minter to Start Work Soon

Mary Miles Minter, back from her vacation in Honolulu, will start with Tom Moore, on a production of "The Cowboy and the Lady," Clyde Fitch's play which is said to present an angle on the boundless West quite new to pictures. John S. Robertson will direct the picture.

How It Is Done



William de Mille just recently demonstrated how it was all done at the West Coast studio to Lucien Muratore and Lina Cavaliere.

Lina Cavaliere in private life is Mrs. Muratore.



George Fawcett is Latest Addition to Cast of "Manslaughter"

George Fawcett is the latest addition to the roster of Famous Players appearing in Cecil B. DeMille's production of "Manslaughter." The noted character actor has been cast in the rôle of the judge, according to an announcement made by the producer.

Thomas Meighan, Leatrice Joy, Lois Wilson, John Milner, Jack Mower, Julia Faye, Edythe Chapman, Dorothy Cumming, Casson Ferguson, James Neill, Mickey Moore, Sylvia Ashton and "Teddy," are the principals previously chosen by Mr. DeMille for the presentation of Jeanie Macpherson's adaptation of Alice Duer Miller's story.

George Fawcett's most recent screen efforts have been in George Fitzmaurice productions. He is also cast in the rôle of Eph Holbrook in "The Old Homestead," which James Cruze is now directing.



DeMille at Santa Barbara

Cecil B. DeMille took a part of his company to Santa Barbara last week for scenes for "Manslaughter," his current production. There some of the sensational incidents leading up to the big situation in the picture were made. This week Mr. DeMille is filming an elaborate vision scene which is to be one of the biggest features of the production.

Ship of Early 17th Century Type Built for George Fitzmaurice's Production, "To Have and To Hold"

The building of a great ship to represent one of the vessels in which the colonists were conveyed from England to Virginia in the old days, has been a considerable task for the Lasky craftsmen. The ship is for George Fitzmaurice's production, "To Have and To Hold," adapted by Ouida Bergere from Mary Johnston's novel. Betty Compson and Bert Lytell are featured with a splendid cast which includes Theodore Kosloff as the heavy. The ship, as it will appear on completion after being sent from San Pedro to Balboa, will be an absolute reproduction of the stately craft of the early 17th century.

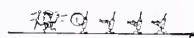


Beranger Arrives

Clara Beranger, special scenarist for William deMille, has just arrived at the West Coast from New York for a brief but busy period of work in collaboration with the producer.

Mrs. Beranger will aid Mr. deMille in the editing of "Nice People," their most recent screen play which has just been completed. "Clarence," the Booth Tarkington play which Mr. deMille will produce next, is already scenarized and requires only the producer's final approval. Production work on this is scheduled to start within two weeks.

"Clarence," will be followed by "Notoriety," an original story by Mrs. Beranger. The author plans to give her attention to it following her work on the preceding productions.



Writing to Dad



Not every once in a while, but very often Gloria Swanson sits down and writes her daddy a line.

Mr. Swanson is an army officer and his daughter Gloria is real proud of him just as he is exceedingly proud of her.

Gloria Swanson

The "P" In Paramount Stands For "Profit"



The Pepville Gazette



Vol. 6. No. 48

MONDAY, JUNE 5, 1922

Price—Take One

THE PEPVILLE GAZETTE

PUBLISHED WEEKLY

Entered at the Postoffice through the Mail Slot

Editor's Office:

17A—A For Always.

Weather:

All Kinds.

Warning!!

The next man or beast who forwards or has delivered to me by any other means a blankety-blank chain letter will have his neck stretched.
(Signed) RICK RICKETSON.

Matter of Opinion

"It's just as wrong to gamble when you win as when you lose."

"Yassah," asserted Mr. Erasmus. "De immorality is jes' as great, but de inconvenience ain't."

Probably So

Willis—"I see by the paper that it is raining oil in China."

Gillis—"Well, I shouldn't wonder! That's probably the bottom falling out of one of those Texas oil wells that I bought stock in."

Just Fit

Little Jackie—"I want another box of pills like I got for mother yesterday."

Dr. Johnson—"Did your mother say they were good?"
Little Jackie—"No, but they just fit my air gun."

EXTRA! EXTRA!!

Diogenes Has Completed His Conquest!

An art pencil inadvertently left in G. B. J. Frawley's department was returned to Vincent Trotta three hours later.

Last Minute News

GLORIA SWANSON ARRIVES BACK FROM EUROPE. LEFT FOR WEST COAST YESTERDAY

DAVE POWELL ARRIVES TO SUPPORT ALICE BRADY IN "MISSING MILLIONS" AT L. I. STUDIO

R. T. (BOB) KANE TURNS FIRST CAMERA CRANK IN RE-OPENING OF L. I. STUDIO

YOU WILL MARVEL AT "WHILE SATAN SLEEPS"

OUR BOY "PROPS"Trains 'Em Right



ALLAN S. MORITZ

F.R. POWERS

F.R. BRINK

R.L. WILLIAMS

RALPH MAW

H.L. ROYSTER

E.M. KEMPNER

L.W. WOLFE

J.G. FATER

F.J.A. MCCARTHY

M. ROSE

**ELEVEN
REASONS**
why the
**BUFFALO
OFFICE**
say they
will win
1st PRIZE
**PARAMOUNT
WEEK**

**PARAMOUNT
PEP**

THEY ARE OUT TO WIN

Buffalo Favors "Sport of Kings"

Claiming \$3,800.00 Purse With \$2,000.00 Added.

Race Track the Talk of the Town

They're Off!

By F. R. Powers

Paramount Sweepstakes

Prize
649
232
326
354
261

Start 10 20 30 40 50 60 70 80 90 100

FIFTH ANNUAL PARAMOUNT MEET, Famous Players-Lasky Corporation.

No.	Jockey	Entry	Color	Starter	Result 5th Race	Judges
ZONE 1	KEMPNER	S. R. O.	RED & WHITE	A. S. MORITZ		A. Progressive, Exhibitor
" 2	WOLFE	READY MONEY	BLUE & WHITE	F. R. POWERS		A. Wideawake, Exhibitor
" 3	FATER	RECORD BREAKER	ORANGE & BLACK	E. R. BRINK		A. Livewire, Exhibitor
" 4	MCCARTHY	CAPACITY	GREEN & WHITE	R. L. WILLIAMS		
" 5	ROSE	HOLDEN OUT	RED & YELLOW			

The picture shown above is a reproduction of the Race Track which has just been installed at the Buffalo office.

Allan Moritz has started his five Jockeys in the Paramount Sweepstakes with only one thought in mind—to win first prize for the Buffalo Branch.

Morvich and Snob II will claim apprentice allowance when Jockeys Kempner, Wolfe, Fater, McCarthy and Rose close in on the Home Stretch in a neck-and-neck race for first place. As the dates for Paramount Week roll in and the position of the horses change, the Exhibitors who play an important part in the 5th Annual Paramount Meet keep the Bookmaker, E. R. Brink, and his assistant, Ralph Maw, very busy. The demand for Racing Forms and programs has been so great that Mr. Williams has been obliged to wire New York for an additional supply. The weather is clear and the track is fast and the meet promises to be one of the most successful ever held in the United States. The girls in the office have asked permission to enter the betting ring in support of their favorite jockey and the Racing Secretary, F. R. Powers, although very much engaged with the details of the schedule, manages to look through the binoculars now and then as the thoroughbreds speed around the course.

If enthusiasm and confidence count for anything it is only a question of who will be second, as the Buffalo Office has formulated a plan of selling and booking which spells VICTORY.

There is absolutely no "luck theory" connected with it and there is no secret about it. It is just plain MORALE, one hundred per cent.—an appreciation of the supreme efforts which Mr. Zukor, Mr. Lasky and Mr. Kent have made to give Paramount an exceptional array of stars in productions which are truly extraordinary, and a tribute to the wonderful success which has crowned their efforts.

Buffalo will show them that it can be done, and it will be done.

Read What Hill Says

C. M. Hill, Branch Manager of our Portland, Oregon, Exchange, writes:

In the town of Wauna, Oregon, a small dot on the map with less than 200 population, is a movie theatre. To date they have been only able to operate one day a week. At that time they were using another brand of pictures.

Then for two straight months they used Paramount pictures on the one day per week basis and were so successful that the exhibitor is now using our product and is running two days a week.

They are making money on both changes.

"It can be done in the small towns," says Mr. Hill, "and this is the proof."

Sign Up Those Paramount Weeks

Some Sale

G. E. Akers writes to us as follows:

Dear PEP:

I am very pleased to report the sale just made by Wm. Warner, of the Kansas City Exchange, to the Crane Theatre, Carthage, Missouri, on Group 5 service, none of which had been previously used in this town.

This theatre will run nothing but Paramount pictures exclusively from July 10th to December 21st, and will then drop to two changes a week temporarily until Group 5 is completed. There is a possibility, however, of starting December 21st with some of the Group 6 service and continuing exclusive Paramount service until this town is within thirty or sixty days of release date.

Carthage has a population of 11,220. The wonderful part about this sale is that the prices were exceptionally good for a town of this size, and the entire sale shows practically no sacrifice in price per picture to get this playing time.

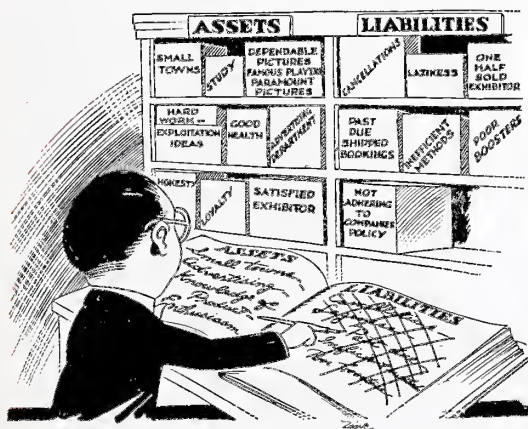
Yours very truly,

G. E. AKERS,
Gen. Sales Mgr., Division Three.

The Whole Darn Month

A. W. Nicolls, one of our Des Moines salesmen, has closed with a theatre in Fort Dodge, Iowa, a town of 23,000 population, for the exclusive showing of Paramount pictures during the entire month of September.

A Real Bookkeeper



The idea for the above cartoon originated with Joe Levee of our Chicago Exchange, recently transferred there from New York.

It carries a whale of a message and close observation of same will make us better bookkeepers concerning our own assets and liabilities.

The Philadelphia Bout

The description of the convention held at Philadelphia recently is cleverly portrayed here by Eli M. Orowitz, our Philadelphia exploiteer.

Would that we could print every word as given to us by Mr. Orowitz, but space forbids, so we will only give you three rounds out of the six.

It is exceptionally unique in that Mr. Orowitz incorporated every one of the 41 productions throughout his ringside description. This is the press despatch:

WEDNESDAY, May 24th (Direct from the Ringside).—At 11.02. Referee Harry G. Ballance jumped over the ropes and after a couple of preliminary remarks announced that PEP Paramount will defend his title of world's champion against Kid Kompetition. Then William E. Smith tapped the bell and the season's bout was on.

Round One—They shook hands. PEP slipped a "dictator" right over on the Kid's "young diana" and "if you believe it, it's so," he had Kompetition reeling over and looked like "the bonded woman." The Kid began stalling around. He tried to clinch, wishing he was somewhere else, even on "the top of New York" or with some of "the loves of Pharaoh." The bell saved him.

Round Two—PEP slammed one over that must have made the Kid hear the chirping of the bird in "her gilded cage." Although the fans expected a knockout they didn't yell for it, but acted like "nice people." PEP continued the mauling and showed that he was more than just "blood and sand" or he would have sent Kompetition to "the valley of silent men." Another whack on the Kid's protruding chin must have made the Kid hear "the siren call" or wish he was with the devil "while Satan sleeps." Again Bill Smith rang the bell.

Round Three—The champion of them all confidently walked to the center of the squared arena and as in the previous rounds sent his right directly to the Kid's chin and heart. He slipped right through the Kid's guard. The Kid dropped. For a minute it looked like "Manslaughter," but after the referee counted eight, during which count Kompetition must have become acquainted with all "the mysteries of India." PEP took another whang at his nose and Kompetition saw "pink gods" and "the old homestead." His eyes were now half closed and Paramount appeared to him as "the face in the fog." He was groggy when Bill Smith touched the bell.

The next three rounds were just as snappy and PEP Paramount knocked Kompetition for the count.

Among the ringside spectators were: P. A. Bloch, manager; Earle V. Sweigert, sales manager; Eli M. Orowitz, exploitation representative; M. S. Landow, E. E. Sutton, R. J. O'Rourke, G. L. Morrell, Ulrik Smith, booker; A. C. Benson, office manager, and H. M. Holloway, accessories manager, all of Philadelphia. The Washington delegation included Herb. I. Krause, manager; Joe Rothmann, sales manager; Les P. Whelan, exploitation representative.

PARAMOUNT PEP

"BUT ABOVE ALL THINGS,
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees
of the
FAMOUS PLAYERS-LASKY CORPORATION
Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 6 JUNE 12, 1922 No. 49

Those Dog Days

The cry from the "lay-off" heard so often, especially in our line of business, is beginning to loom now that the hot weather has presumably put in its appearance.

"The dog days are here," says the non-progressive person.

"Now that the summer has come, what are your plans for the fall?" says another.

Folks, you would be surprised at the percentage of persons engaging in sales in this world of ours, who have let this cry sell them or the company they represent out of success and a profitable revenue for this period.

In the last month a big chocolate candy concern who heretofore had laid off three-quarters of their chocolate dipping force, are going to operate full tilt this summer.

What's the reason?—First of all they have a new sales manager and this chap could not see just why they should lay off their help every summer from force of habit. He not only made plans to overcome this, but he informed the chocolate dippers that they would stay on the pay-roll right along.

Then he advised the salesmen what he had done, stating in a strong letter to them that it was up to those boys to keep the chocolate dippers busy. If they did not why should he lay off the chocolate dippers and not the salesmen?

The result to date, is that this concern will have enough business to maintain this help and to be profitable not only financially but in being able to hold experienced dippers instead of taking on inexperienced ones in the fall.

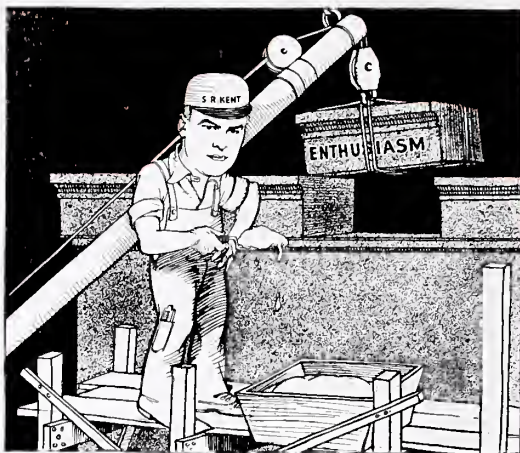
This story may seem a little out of line to some as applied to our business, but we will tell you right here that this is a man who was not only sold himself but sold his entire sales force that the business was there if properly solicited.

Now if the exhibitor still persists in seeking a cheap grade product, he will pay the penalty in his summer business and bear in mind that the fault will not lie with the hot weather but with the product and of course the way in which the exhibitor goes after his business.

It is a credit to any exhibitor to be able to hold up during the summer and "come thru." But there are lots of live-wire exhibitors who can show you today how to make a profit in summer.

Why?

The Builder



The above cartoon carries its own message. It defines enthusiasm as applied to any business in everyday life by S. R. Kent.

It must be an important stone for the foundation and structure of any building and must be cemented to the other stones so that a collapse would be impossible.

The Dependable Division

No slogan with deeper thought behind ever was coined. Whether applying to Division Number One, under the leadership of Mr. H. G. Ballance, or to the individual within our ranks, the very word "Dependable" has a meaning significant and powerful.

The very existence of our organization and its progress becomes organically subservient to that certain dependence that must be placed on every individual within its ranks, from the highest to the lowest.

Dependability is nine tenths of efficiency. A Corps Commander must depend on his subordinates to execute his commands or fail of his objective. He can weaken the whole command if his division fails. To be dependable is to be successful. No matter how efficient otherwise one is, if not dependable, a full measure of success is impossible.

We have within our ranks all types, all in the process of progressive assimilation. In the final analysis, those who can be depended upon to do what is expected and more, down to the last detail, will both survive and progress.

Many prescriptions for success have been expounded, but take this deep into your consciousness,—Individual success is impossible if you are not dependable.—From One of The Dependable Division.

Because they realize that in order to do this business they must get the best they can and give them plenty of it.

Therefore, let us be sold ourselves that there are no dog days and go forth to sell the exhibitor for his own good on the very same proposition.

Dependability is Nine-tenths of Efficiency

Combatting The Summer Months

Kenneth Robinson Answers Milton M. Hirsch on Argument for Combatting the Summer Months

Milton Hirsch, one of our live-wire salesmen at Milwaukee, sent in to PEP the following argument:

What are the best arguments to combat the exhibitor's argument that he should pay less for service for use during the summer months than during other months of the year?

Kenneth G. Robinson, Boston salesman, answers Mr. Hirsch as follows:

"In every community there is a certain percentage of the population that attends the motion pictures regularly, no matter what season of the year. This percentage forms the backbone of the exhibitor's business.

"Are they not entitled to see the same high-class entertainment in the so-called bad summer months as they are in the other seasons of the year?"

"Is the exhibitor going to jeopardize the good will of this nucleus of his business which he has built up during the better part of the season with better Paramount pictures by showing them cheaper and poorer standard of entertainments in the summer months?"

"Again, the exhibitor will tell you that no matter what he runs in the hot weather he will lose money. Is he going to sit idly by and count his losses, or is he going to roll up his sleeves and go out and minimize those losses as much as possible?"

"If he is a worker and he is honestly trying to put his house over, then there is only one course open to him, and that is to go out and secure the highest standard of entertainments that money will buy; something that he can get behind and plug; something worthy of his efforts; something that will interest the people and draw them into his theatre. By so doing he is showing his public that he is trying to give them the best entertainment possible and that he is not merely counting the dollars as they come in through his box-office.

"This will build up good will and a steady patronage which will not only help reduce the losses during his off season but will be a big asset at all times.

"If the exhibitor has opposition and does nothing during the summer months but buy cheaper service in an effort to curtail his loss and lets the other fellow do all the plugging, then he is only helping the opposition to build up a business which eventually will spell his doom."

K. G. ROBINSON.

PEP *with a flourish*

Keep Your Eyes on This Race



District 3 Assures Kent

In a letter to Mr. Kent recently, members of the Philadelphia and Washington Exchanges that were assembled in convention at Philadelphia sent the following letter:

Mr. S. R. Kent,
New York, N. Y.
Dear Mr. Kent:

The unanimous opinion of the undersigned assembled today in convention, presided over by Divisional Manager Ballance and District Manager Smith, is that the forty-one knock-outs for the first six months of next season are incomparable. From every standpoint they are gems.

It has always been a pleasure to work for Famous Players-Lasky Corporation. Now it's an honor. We not only promise you but individually guarantee you such greater revenue and distribution as will be commensurate with the tremendous effort you expended in providing us with the greatest sales argument conceivable.

This comes straight from the heart and the shoulder of each one of us because we realize that regardless of how big a surprise we propose handing you in contracts, dates and revenue, it cannot possibly attain the magnitude of your colossal undertaking.

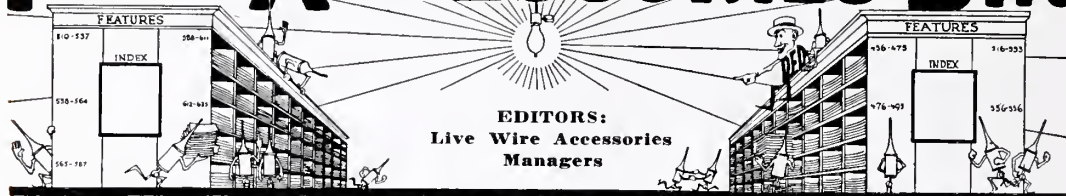
The production department has filled the bases and if we don't "Baberuthem" kick us off the lot as the directors pledged Mr. Lasky.

We only regret that we cannot shake your hand and tell you in the most emphatic and sincere terms of our anxiety to get back to our respective exchanges and begin saying it with contracts.

Quoting from the convention's slogan suggested by Exploiteer Whelan—"We'll put it through in '22."

Herbert I. Krause, Joseph Rothman, William J. Clark, F. H. Myers, Jr., H. M. Messter, R. L. Harris, Leslie F. Whelan, Edgar E. Thirm, P. A. Bloch, E. W. Sweigert, R. J. O'Rourke, U. Smith, Geo. D'Morrell, M. S. Landow, O. C. Benson, E. M. Orowitz, H. M. Halloway.

PEP'S ACCESSORIES BIN



IF IT'S WORTH RUNNING, IT'S WORTH ADVERTISING

Get Under Their Skins

We cannot emphasize too strongly the necessity for complete cooperation and exchange of information and ideas within the Exchange.

You Accessories Managers are held responsible for the amount of business you turn in each week. But how many of you have actually sat down with your salesmen and exploitation men and outlined to them the whys and the wherefores of the Quantity Price Schedule?

How many of you have compiled some concise information regarding the accessories which we are handling on pictures current and past, so that your salesmen will have this information before them at all times?

How many of you have gone into an analysis of the accessories business you are doing with each and every account in your territory? And how many of these analyses have you brought to the attention of the salesmen handling the different accounts?

A great responsibility rests with the film salesmen because their District and Branch Managers have pledged their one hundred per cent. cooperation in selling accessories and in uplifting the thought and theory of accessories in their own minds and in the exhibitors' minds.

But with you accessories men rests the responsibility to keep after the other fellow and to see that he can't forget the importance of your Department.

It's a cinch that you won't crawl under the exhibitor's skin until you crawl under the skins of the boys that work alongside of you in the office.

MEL A. SHAUER.

PEP'S ACCESSORIES BIN

CONTINUED

Sales I Have Made

This Exchange sold 18,500 heralds on "BEYOND THE ROCKS" for the week ending May 27th, 1922.

J. J. HESS,
Chicago Accessories Manager.

"For week ending June 3rd, the Maine Exchange sold 9,000 heralds, which is a high water mark for this office."

F. C. STONE,
Maine Accessories Manager.

Boston has rung up the following figures:
104,000 Heralds in one week, 126 Gilt frames in one week, 1,244 Insert Cards in one week.

We believe these are the highest figures turned in by any Exchange for any week with the exception of Paramount Week itself.

"We do not wish to boast, but if any Exchange can point to and verify larger figures than this, on these items, we are willing to take a licking."

R. P. COLLINS,
Boston Accessories Manager.

"An exhibitor used upwards of \$200.00 in accessories here in Bellingham on 'BEYOND THE ROCKS' where I stopped long enough to put the picture over."

H. C. EAGLES,
Seattle Accessories Manager.

"For week ending May 27th, we sold 1,524 one-sheets, 587 window cards, 68,750 heralds, 13 gilt frames and 291 insert cards.

"For week ending May 13th, we sold 44 gilt frames and the following week we sold 52. This makes 109 gilt frames in three weeks."

J. A. CLARK,
San Francisco Accessories Manager.

Boys, the pages of PEP'S Accessories Bin are open to you.

Our only complaint is that we do not have enough spontaneous response for you. We want your messages to appear here. Send in your contributions to Mel Shauer.

If you've got a message on your chest which you think will do all of us good, unload it by all means.

"Pick Your Nearest Rival"

Herewith is a record of the number of gilt frames sold by the various Exchanges during the past ten weeks.

On going to press, we note that Boston leads. You now know why Boston also leads in the average sale of insert cards.

Albany	17
Atlanta	63
Boston	323
Buffalo	91
Charlotte	51
Chicago	144
Cincinnati	150
Cleveland	27
Dallas	88
Denver	23
Des Moines	47
Detroit	47
Indianapolis	10
Kansas City	92
Los Angeles	87
Maine	3
Milwaukee	54
Minneapolis	62
New Haven	35
New Orleans	20
New York	91
Oklahoma City	50
Omaha	30
Philadelphia	18
Pittsburgh	52
Portland, Ore	41
St. Louis	42
Salt Lake	3
San Francisco	113
Seattle	22
Washington	33

1524

ARE YOU GOING TO BEAT YOUR NEAREST RIVAL?

109

"Rotogravure News Sections"

The Rotogravure News Sections are going great on "BEYOND THE ROCKS." Due to the excessive cost, we had to put a high price on these.

But wait'll you see the ones we are going to make on the big releases for the Fall, "LOVES OF PHAROAH," "BLOOD AND SAND," "MANSLAUGHTER" and "HER GILDED CAGE."

Not only will they be knockouts but you will be able to reduce the price considerably to exhibitors, which in itself should increase the demand to them one hundredfold.

PEP'S ACCESSORIES BIN

CONTINUED

Telegram, Boys!

June 7, 1922

The following is a copy of a wire received from Samuel Cohen, Accessories Manager, of the Cincinnati Exchange:

"Personal salesmanship plus quantity price schedule just sold biggest single order of advertising material in history of Cincinnati Accessories Department here are some of the total items sold on this one order covering about thirty pictures — eleven hundred twelve one-sheets one hundred thirty-six three-sheets ninety-one six-sheets seventy-eight twenty-four sheets three hundred sixty-five insert cards nine hundred fifty window cards sixteen thousand heralds"

SAMUEL COHEN

That's a real sale, Sammy, especially on 24-sheets, window cards and heralds that are not made on every production.

Sympathy

We wish to extend to Bob Williams, our Buffalo Accessories Manager, heartfelt sympathy for his recent bereavement in the loss of his mother.

Think This Over

Here is the man who ran "The Sheik"
And took it off before a week—
He bought one one-sheet, slide and mat,
It flopped—He let it go at that.
He's closing.

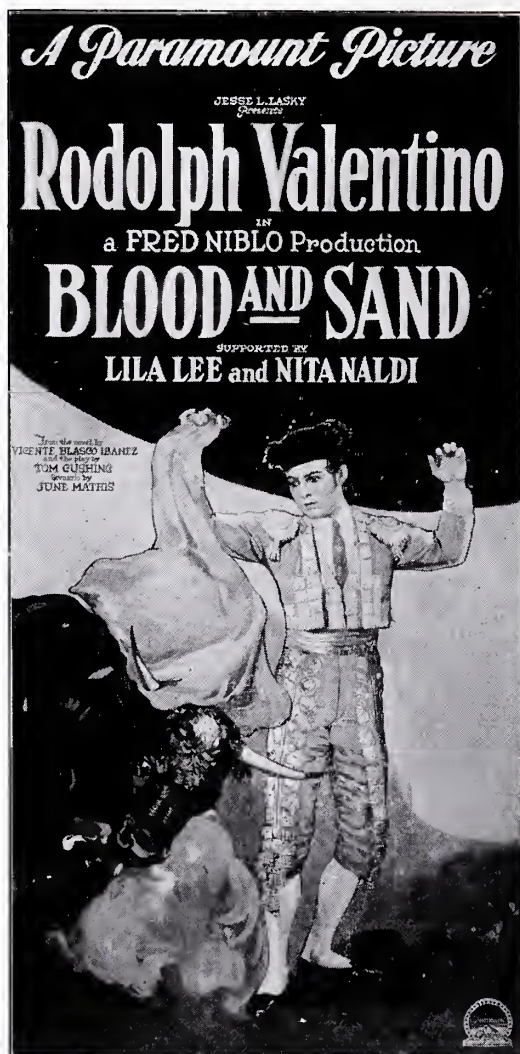
Here is the man who won't say no—
'Tis true he lost a little dough,
"But now," sez he, "that times are rough
I'll plaster my whole town with stuff."
He's closing contracts.

And With Apologies to K. C. B.

THIS here fellow
WHO didn't say no
IS back on
HIS feet again
BUT incidentally
WHEN they both
CAME in for
ADJUSTMENTS
AS they both did
THE first guy
GOT as much
AS the second
AND we are wondering
IF that is
FAIR

MEL A. SHAUER.

Business Getters



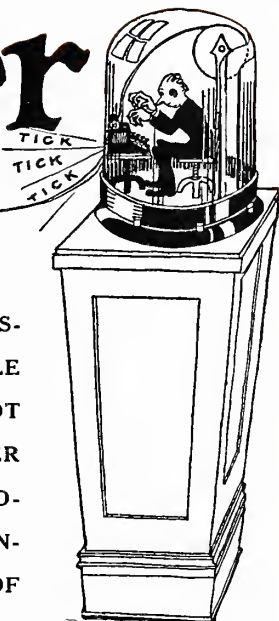
Does this three sheet show enough action, or would you like to take Mr. Valentino's place and judge for yourself?

Star Photos

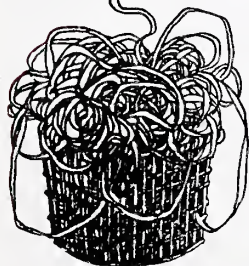
We are concentrating on 22x28 photos of stars. Exchanges will receive a small allotment of those we have. We are making some others and when these are completed Exchanges will also receive some of them.

Get behind this stuff, boys! Exhibitors like 'em and they are wonderful advertisers.

Pep's Ticker



S. R. KENT RETURNED LAST WEDNESDAY FROM HIS TRIP TO THE MIDDLE WEST . . . HE IS VERY OPTIMISTIC NOT ONLY ON FALL BUSINESS BUT SUMMER AS WELL . . . JOHN HICKS ARRIVED TODAY FROM AUSTRALIA TO GO IN CONFERENCE WITH E. E. SHAUER—HOST OF FRIENDS AWAITED HIS ARRIVAL . . . MEL SHAUER AGAIN DEPARTS FOR A TRIP TO THE FIELD—SAYS ACCESSORIES FOR THE COMING YEAR WILL ECLIPSE ANY FORMER PERIOD . . . B . . . D . . . E . . . HERB KRAUSE, B. M., AT WASHINGTON WITH BILL SMITH, DROPPED IN TO SEE US . . . WALT. LINDLAR GETS BACK AFTER TWO WEEKS' TRIP TO SEVERAL EXCHANGES . . . H . . . 2 . . . O . . . LONG ISLAND STUDIO IS BEGINNING TO LOOK LIKE OLD TIMES . . . EARL WINGART, OF OUR PUBLICITY DEPARTMENT, WILL ALSO HANDLE PUBLICITY AT LONG ISLAND STUDIO AND NEWS FOR PEP FROM THAT END . . . O . . . O . . . X . . . GEORGE WEEKS LEFT FOR CHICAGO LAST WEEK . . . SEE ROBINSON'S ANSWER TO SALES ARGUMENT IN THIS ISSUE . . . ELEVEN PRODUCTIONS IN THE MAKING AT THE WEST COAST STUDIO—BELIEVE US, THEY ARE SOME BUSY—SEE YO' ALL NEXT WEEK.



Noise Is An Automatic Alarm Indicating—

Paramount Week Sales

Joseph A. English, Salt Lake salesman, secured Paramount Week solid in a small town in Montana a 200% increase in revenue over what was obtained from the same town last year.

English also secured another town solid for a 50% increase over last year.

C. A. Roeder, one of our San Francisco salesmen, secured Paramount Week and the other four weeks that are figured in the contest, in a small town in California, each week averaging more revenue than was obtained from this same town last year.

He also obtained the same result in another town on the same trip.

Come on, boys, fill this column. It's Jerry Akers' idea and it's a good one.

Milt Hirsch, City Salesman at Milwaukee, says "You can obtain dates." Milt sold State Theatre, Milwaukee, thirty-five pictures to be played between June 1st and August 15th (all dated). The Pastime Theatre, thirty-nine pictures and all dates set in between June 10th to Sept. 9th, including Solid Paramount Week. Star Theatre, Racine, forty-six pictures, June 20th to Sept. 9th, including Paramount Week (all dates set in). This is some record—keep up the good work, Milt, and land one of those managers' positions.

Meeting in Washington

Recently Mr. Mel Shauer was one of the many at a sales meeting of the Washington Exchange. Mr. Krause conducted the meeting and it was an honest-to-goodness affair. It was one of those real peppy meetings that makes a fellow stick out his chest and feel kind of proud of being a Paramanteer. The new product was again discussed and the men showed clearly that they were more than 100% sold on its merits.

From Omaha

J. J. Clark, salesman, sends in a report to R. D. Thomson, Branch Manager, as follows:

"The owner of this little show is a very sick man. I called on him Monday and he was sick and I called on him Friday and he was sicker than he was on Monday."

Mr. Thomson says he's afraid to send him back for fear he might cause the death of the exhibitor.

His Vacation Can Wait

So says H. J. Lego, one of our Des Moines salesmen.

Mr. Lego states that he is so enthusiastic over the Paramount week drive that he is setting his vacation aside until the battle is over and Des Moines has won.

That's some spirit.

Albany Notes

L. Nachman—Correspondent

David Lake, who has charge of Zone 1, made some sale a week ago. He went into Margaretville, sold the man 100% Paramount and was paid for the 90 pictures in advance. Dave, is it your personality or what?

Hoosick Falls would have had a dark house if it had not been for our two eminent heads. J. M. Schmitt and Al Marchetti both stayed up until five o'clock in the morning getting the show to the town. They went to Troy, woke up the American Express agent, got a baggage check, and off went the show. They tried to wake up the Western Union but to no avail. They came to Albany, got better results and sent the necessary telegram.

Now we know what Paramount means to both Office Manager and Booking Manager.

J. M. Schmitt went to New York over Decoration Day and came back on Wednesday with Poison Ivy. Say, since when has New York grown Poison Ivy?

Kingsley Joins Us

Mr. C. G. Kingsley, known to everybody in the industry as (Neil Kingsley) has just joined the sales force of Paramount of the Kansas City territory branch after five years' absence. During that time Mr. Kingsley was Manager of our Pittsburgh office at the time James Steele had the Paramount franchise. During the past five years Mr. Kingsley has been Branch Manager of Fox, Select and Realart in various cities. There are very few men better known than Neil Kingsley for prior to his entry in the film business he was Manager and agent of a number of Broadway successes in the legitimate field.

Mr. Kingsley has been assigned to Zones 1 and 2, formerly covered by Mr. Curran.

Canada Wires Kent

The following wire was received by Mr. Kent from Toronto last week:

S. R. KENT

Famous Players-Lasky Corp.

As committee appointed by Eastern Canada convention we want you to know we feel we have greatest product ever given any organization we are determined to put it over in manner that will do justice to it and Mr. Zukors tremendous investment and wonderful work — we have adopted slogan for coming year of "Canada First" when we attend Fall convention Los Angeles have utmost confidence we will have justified our war cry

MARGETTS AND BAMBERGER

Lost Motion and Wasted Energy

"Denver Darts"

By "Rickety" Ricketson

Oh Boy! What a response the Denver office is getting on those "Forty-One Without An Alibi"! Homer Ellison, president of the Mountain States Theatre Corporation, after looking over the releases announced that on August 1st, every employee of the Princess Theatre would blossom out in a new Tuxedo suit and the admission prices would hop up from 25 and 30 cents to 40 and 50 cents. Mr. Ellison's other Denver house, the Rialto, has operated on this basis for over two years.

When Manager Mel Wilson showed Billy Osterberg, manager of the Orpheum Theatre, Sottsbuff, the "Forty-One Without An Alibi"! last week, said Mr. Osterberg immediately arranged to use two and three Paramount pictures a week, so he could catch up on back service to secure the new product by October 1st.

Harry Antin chirps that the "Forty-One Without An Alibi" meant more than good pictures for Boulder. It meant more business to the building contractors. Immediately upon assuring himself of our new product for this fall and winter, Manager H. E. Diez, Isis Theatre, Boulder, arranged to have his house remodeled.

Kansas City Exchange News

Billie Mistele—Correspondent

Mr. J. J. Curran, covering Zones 1 and 2, has been obliged to give up his work for a time at least, due to a very severe case of ulcerated stomach, and he will be unable to travel for at least four months. Jerry is well liked throughout the territory, as well as in the office, due to his general pleasantness, and we all wish for him a speedy recovery.

Mr. Roy Young has joined our forces. Mr. Young will cover Zones 3 and 4. We welcome Mr. Young into our organization as he has the reputation of being a "real go-getter" as well as being popular and well liked by the exhibitors. On his first trip out through Northeastern Kansas Mr. Young sent in a nice batch of contracts.

We have with us for an indefinite stay, Mr. G. E. Akers. While here Mr. Akers plays on our baseball team, and with the intensive training that he is getting here we are afraid that the Giants or the Yanks will sign him up for next season. When it comes to playing ball Mr. Akers has it on Julius Caesar, who was known for his strength. He threw a bridge across the Rhine, but "Jerry" while on first base, overthrew a ball clear into the State of Kansas.

Chicago Briefs

By Dan Roche

Louis Braidman of the Accessories Department now knows how Dore Davidson felt in "The Good Provider." Date, May 23rd; hour, noon; weight, 9 lbs.; sex; well, he says Tom Meighan will have to look to his laurels, 'cause "Louis Jr." is a coming star.

Our new exploiteer, W. E. Danziger, made his initial bow last week. He was received with open arms, and made a regular member of the "Pep" Club, as well as the "Noon-day Roth Club."

Walt Lindlar blew in and blew out last week. Walt loves Chicago, because of its versatile weather. He's particularly fond of the "Boul Mich" on a windy day—and they were all windy while he was here.

A most successful Bunco and Card Party was given by members of the "Pep" Club last week. The prizes were stationery, linen towels, gloves, apron, and fancy dish, and the booby prizes, a small doilie and a "night bottle." Strange to say, the prizes were carried off by invited guests, while Bill Hamm and Jack Frost of the Booking Department grabbed off the "boobies." Miss Anna Fein and Mary McGranahan attracted attention by their unique and charming manner while serving the refreshments.

District Manager Phil Reisman, of Minneapolis, smiled his way through the Exchange last Thursday.

Messrs. S. R. Kent and John D. Clark spent several days in Chicago last week imparting plenty of "pep" to the sales executives.

Every member of the Exchange force is enthusiastic over "Forty-One Without a Single Alibi"!

Airing the Milwaukee Exchange

By R. C. Gary

Mr. R. E. Brasher, H. O. Traveling Auditor, is with us for an indefinite period. He expresses himself delighted with the office folks here, and in turn is well liked by all associated with him and easily the social lion of the hour.

Our old friend Joseph D. Roderick, former Milwaukee city salesman and now located at the Chicago office, is confined to his bed at the Deaconess Hospital here. The entire personnel of the Milwaukee Exchange express for Joe a speedy and lasting recovery.

Louis Kane, salesman for Zone 5, is making a record. Lou goes down into the mines to sell 'em.



Long Island Studio Opens

By E. W. Wingart

Hit 'em!

When Director Joseph Henabery spoke those words, Kleigs, domes, and Cooper-Hewitts were flashed on Monday, June 5, and Paramount's Long Island studio was reopened after having been dark for nearly a year. It was a business-like opening. It marked the return of Alice Brady to the screen after an absence of eleven months, and her debut as a Paramount star. Her last work in pictures was done under the Realart banner.

The picture which was put in production is "Missing Millions," one of Jack Boyle's famous "Boston Blackie" stories which ran serially in *The Red Book* some time ago. Albert Shelby LeVino, who came from the Coast with Henabery and his production unit, made the adaptation.

Miss Brady is surrounded by a cast of exceptional merit in this picture. David Powell came on from the Coast, where he has just finished playing in "Her Gilded Cage" and "The Siren Call," to play the leading male rôle. Other well-known players in the cast are Frank Losee, Riley Hatch, John B. Cooke, William B. Mack, George DeGuere, Sidney Herbert, Beverly Travers and Alice May.

Richard Johnson is the assistant director and Gilbert Warrenton, who photographed Miss Brady in the last pictures she made for Realart, is turning the camera.

Sixteen scenes were "shot" the first day by Director Henabery, which is testimonial enough for the efficiency of the organization which E. C. King, studio manager, has assembled. Many of the oldtimers are back at the studio again. Mrs. Baker looked natural at her post in the wardrobe department, as did Arthur Cozine, casting director, M. W. Palmer, chief electrician, Bill Clark in the Accounting Department, Howard Chapman, chief property man, J. J. Gain, assistant to Mr. King, W. R. Cronk, in the Purchasing Department, and Hughie Gray, who greets you at the front door.

C. L. Cadwallader, the art director, is a newcomer but has been in the motion picture business for many years.

"Missing Millions" will be finished some time in July.

B. Cory Kilvert With Stanlaws

Penrhyn Stanlaws, producer, has working with him at the Lasky Studio B. Cory Kilvert, the well-known artist and illustrator of New York. Mr. Kilvert is painting colored title backgrounds for "Pink Gods," the present Stanlaws' production, in which Bebe Daniels, James Kirkwood, Anna Q. Nilsson and a remarkable cast appear.

The Reids



Here we have the entire Reid family: Wallace Jr., Mrs. Reid and Wally, posed in their home at the West Coast recently.

The trio as we all know is an exceedingly happy one and well known to the entire industry. Mrs. Reid was formerly Miss Dorothy Davenport.

Gloria Swanson Back from Europe With Six Trunks Full of Gowns

Gloria Swanson was among the arrivals from Europe last week on the *Mauretania*. Incidentally, she won the distinction of being the last passenger to leave the dock, for it took the customs officials three hours to check her declaration. Miss Swanson, who left five weeks ago with one trunk, returned with six, all of them full of Parisian gowns and wraps.

"American women are the best-dressed women in the world, regardless of the fact that Paris turns out the most beautiful gowns," she said. "Apparently they make them for Americans, for you can find more beautifully dressed women here in one afternoon than you'll find in Paris in a week.

"Every dressmaker's shop in Paris is filled with American women—and men too, for they seem to enjoy the shopping. And, by the way, it does my heart good to see lots of American men again. Europeans can't touch them."

A large part of the wardrobe Miss Swanson brought back is for use in her next picture, "*The Impossible Mrs. Bellew*," which is already in production at the Lasky Studio in Hollywood. Miss Swanson said that she would leave for California today.



Long Island Studio Notes

By Wingart

Benjamin DeCasseres, who has been working at the studio cutting and titling pictures, was the happiest person in the place when the lights were switched on Monday.

"I've been here alone so long," said Ben, "that signs of activity make me feel just like Babe Ruth after he hits a home run—all puffed up."

* * *

Mrs. Forney of the Home Office is Director Henabery's continuity clerk for "*Missing Millions*."

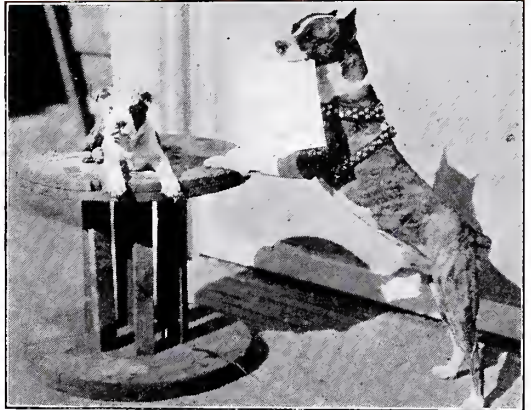
* * *

"Gee, but it feels good to be back before the camera," said Miss Brady, as she prepared to go on set for the first scene in the picture. "I've been doing a vaudeville sketch lately and I welcome the change."

* * *

Bill Johnson, who handled the props for John Robertson when he was producing at the Long Island Studio a year ago, is back on the job again rustling props for Henabery.

Pal and Pete



The above photo shows "Pal," who figured prominently in "*Rent Free*," handing "Pete," his young son, a copy of PEP.

If you could see the two dogs romp and play around the West Coast studio, it wouldn't take you long to realize that they possess plenty of pep.

About "Manslaughter"

By Shirk

I don't suppose there is any record save in paintings as to just what a real old-fashioned Roman revel looked like, but certainly Cecil B. DeMille and his staff must have a pretty good conception of it, judging by the scenes that were taken recently—this week in fact—for the vision in "*Manslaughter*," his new production by Jeanie Macpherson, based on the novel by Alice Duer Miller.

Stage Four is the largest glass enclosed stage in the world. And over half of it was occupied by the great setting representing, it is assumed, the palatial home of some aristocratic folks—real high livers, so to speak—of the period. From tall tripod-like parallels, high up in the air, the producer and cameramen viewed the scene below. Surrounded on three sides by a colonnade of mighty columns, with broad flights of marble steps reaching to the level of the great tiled floor; with the purple curtains of royalty flaunting in the wind, the standards bearing the symbols S. P. Q. R., and the hundreds of dancing girls, barbarians, youths of ancient Rome, guards, spectators, etc., in the familiar phrase, beggars description. To attempt to give credit to all concerned in this great feat of motion picture production would be to name practically every worker with hand or brain or both in the big studio. The screen results will be superb and while this forms merely a brief interlude in the great story wherein Thomas Meighan, Leatrice Joy, Lois Wilson, John Miltern, Edythe Chapman, Jack Mower, Julia Faye, George Fawcett, Dorothy Cumming, Casson Ferguson, Mickey Moore, James Neill, Sylvia Ashton and "Teddy" the Great Dane,—all appear; it will be a masterpiece and one that will never be forgotten.

The Rambler in Paramount Town

By Shirk

Did you ever work around a Royal Bengal tiger?

Well—it isn't conducive to quietness of mind, even when you know they're securely fastened and fairly tame in the bargain.

Cecil B. DeMille has a couple of the animals in the big Roman vision scene for his new production "Manslaughter," and believe me, Xanthippe—they're wonders. Beautiful, majestic, terrible—and Lea-trice Joy, Casson Ferguson and others, to say nothing of hundreds of slave girls, Tribunes, dancers, and populace in the massive set worked in close proximity. Of course there was no danger—but it kept everyone on the *qui vive*, to say the least.

Thomas Meighan as the District Attorney heads a marvelous cast in this picture by Jeanie Macpherson from Alice Duer Miller's novel.

* * *

James Cruze is making a regular study of "The Old Homestead" and is getting some of the loveliest scenes imaginable at the Lasky ranch, where he has located the town of Ganzey, where the plot is laid. Later there will be scenes in China, New York, etc. The cast comes pretty near to being all-star, too.

* * *

Irvin Willat, who is now producing "On The High Seas," which features Dorothy Dalton and Jack Holt with Mitchell Lewis in a powerful character rôle, is a very expert cameraman and knows the lens from A to Z. So in addition to being able to direct with skill and feeling, he never permits anything to creep in that isn't just right from a photographic standpoint.

* * *

Sam Wood is back on the Coast and starts work shortly on his production, "The Impossible Mrs. Bellew," in which lovely Gloria Swanson is to star. She will arrive about the 7th in Hollywood. Sam got some fine shots in New York while there which will be used in the story. Everyone at the studio is waiting for Miss Swanson's return, wondering whether she will have brought with her any new styles from Europe. "I'll bet she was able to show them some new ideas in dress herself," declared an admirer. And we wouldn't be surprised if that were the fact. Paramount Pictures in modes as well as in most other ways are generally ahead of the world.

* * *

A whole lot of old-fashioned armor will be built for "The Ghost Breaker," Wallace Reid's new picture which Alfred Green is directing. For not only one ghost in "Complete steel arrayed" but a lot of 'em will raise ructions in the old Spanish castle which is to be one of the big sets for the picture. Lila Lee is supporting the star as a lovely Spanish Marchesa.

* * *

Beautiful Betty Compson is more beautiful than usual as Jocelyn, the king's ward in "To Have and To Hold," a George Fitzmaurice production. And shortly the company will go to Balboa for ship and water scenes. Miss Compson and Bert Lytell are featured in this film. Theodore Kosloff is one of the most picturesque villains anyone could wish for. His trappings are gorgeous and no one can wear swashbuckling attire better than he. Ouida Bergere adapted this famous novel of early American life, in the colony of Virginia.

(Continued on next page)

David Powell "International Commuter" of the Movies

David Powell, who has been selected to play the male lead with Alice Brady in "Missing Millions," adapted from Jack Boyle's "Boston Blackie" stories, has won the sobriquet of the "international commuter" of the movies. In the last two years Powell has traveled from the United States to London, from England to France, back again to England, then to Spain, back to London and from London to New York and thence to Hollywood. Now he is back in New York again.

Powell spent sixteen months at our Paramount Studio in London, where he played leading rôles in "The Mystery Road" and "Dangerous Lies." In France he worked in "Love's Boomerang," a John S. Robertson production which was made in Nice and at Caudebec-en-Caux. He also played the leading rôle in "Spanish Jade," which Mr. Robertson made in Seville and Carmona, Spain. Within the last three months Powell has been at the Lasky Studio in Hollywood as leading man in "Her Gilded Cage," Gloria Swanson's latest picture, and in "The Siren Call."

A Wee Actor

Dorothy Dalton, who is playing the featured rôle of an Alaskan dance hall queen in "The Siren Call," poses with one of her supporting players, who Miss Dalton says desires a great deal of attention.

The little tot does not seem to be a bit camera shy and is very much unconcerned as to where the camera happens to be.



Story by Konrad Bercovici, Famous Roumanian Author, Purchased for Bebe Daniels

"The Law of the Lawless," a tale of gypsy life from the collection of short stories entitled "Ghitza and Other Romances of Gypsy Blood," by Konrad Bercovici, has been purchased as a possible vehicle for Bebe Daniels. This particular story is referred to by one enthusiastic critic as "perhaps one of the most blood-curdling an tragic descriptions of the ruin of a weak man by a strong woman that has ever been written. His pen must have been dipped in blood when he wrote it."

Mr. Bercovici did not hesitate to say, on his first visit to the Lasky Studio recently, that he visualized Miss Daniels, with her dark, striking beauty, in his tales of the Tsiganes, and that he hoped she might play the first one of his characters to reach the screen.



Leaks from HOLLYWOOD

Shades of Blackbeard, Morgan, Kidd, Lafitte, and all the rest of the unholy crew that sailed under the Jolly Roger!

George Fitzmaurice is doing scenes for "To Have and To Hold," that will make all former piratical shots look cheap. He has a big ship that has been rebuilt to resemble exactly the great rakish buccaneering craft of the seventeenth century and the scenes are being made at Balboa.

Betty Compson and Bert Lytell featured; Theodore Kosloff as the wicked Lord Carnal. Ouida Bergere adapted the novel.

Irvin Willat is a wonderful producer of thrillers and the thrills in "On the High Seas," will be a-plenty. Dorothy Dalton and Jack Holt featured, and Mitchell Lewis in a powerful characterization. It's a sea story as the title implies, with adventure, love, excitement and the salt tang throughout.

Drop It



Snuffs His Cue



Of course in the above photo, Bebe Daniels and May McAvoy knew enough to respond immediately when the photographer said "Look pleasant, please," but Flivver, the handsome pup in the center, completely snuffed his cue and decided it was not worth while to look at the photographer in view of the fact that he saw one of his playmates romping over the grounds at the time.

Rambler in Paramount Town

(Continued from Page 14)

W. Dornfield, "Dorny," the chap who does "painless" magic with Elsie Janis and her Gang, was a visitor at the Lasky studio and met among others Betty Compson, who is quite interested in the art of conjuring. He was accompanied by Miss Morris, who does a remarkable dance in the show, and her mother. All were delighted with the wonderful things being done in Paramount Town.

* * *

Wanda Hawley looks perfectly lovely in a riding suit, and she's been wearing one quite a lot in George Melford's production, "Burning Sands," in which she and Milton Sills are featured. Jacqueline Logan has a strong rôle in the picture together with Robert Cain, Winter Hall, Louise Dresser and others.

* * *

"Pink Gods" is giving its two lovely feminine principals a chance to wear some exquisite clothes—Bebe Daniels and Anna Q. Nilsson are alike seen in some of the most charming summer frocks and negligees imaginable. James Kirkwood heads the male contingent in this Penrhyn Stanlaws production.

* * *

Agnes Ayres has been a ghost for two weeks, as she says, but it is just make-believe, for her rôle in "Borderland," which Paul Powell is directing. A lot of trick stuff is now being made for certain astral scenes, if they may be so termed.

C'mon Boys—Beat the Hot Weather



The Pepville Gazette



Vol 6. No. 49

MONDAY, JUNE 12, 1922

Price—

THE PEPVILLE GAZETTE

PUBLISHED WEAKLY

Entered at the Postoffice through the Mail Slot

Editor's Office:

Warm

Weather:

Wow! Some Heat

Nothing Long Drawn Out

"Did you interview the eminent statesman?"

"Yes."

"What did he have to say?"

"Nothing."

"I know that. But how many columns of it."

Speaking of Wealth

Exhibitor to Bill Warner: "Say, where did you get all that money?"

Bill: "I just swallowed a mint." (From the various numbers of packages of mint lozengers displayed on his desk proved that Bill spoke truthfully.)

The Effect of Environment

"Say, waiter, is this an incubator chicken? It tastes like it?"

"I don't know, sir."

"It must be. Any chicken that has a mother could never get as tough as this one is."

—Wampus.

'Tis a Fact

"Do you know," said the Kansas City Office Manager pompously, "I began life as a barefoot boy?"

"Well," said the clerk, "I wasn't born with shoes on either."

Obliging

He—"Would you care to dance this dance?"

She—"Yes, would you mind asking some one for me?"

—Froth

Solved

Teacher: If four gills make a pint, how much is a quart?
Tommy: Ten dollars.

JOHN HICKS, Jr.

We Most Heartily

WELCOME

You Back Home!

AMBROSE, THE BOY SCENARIO WRITER.....He Wasn't So Tough



The logo consists of an orange circle with the word "PARAMOUNT" in a curved path along the top inner edge and the word "PEP" in large, bold, black capital letters in the center. The background of the entire page is black with several orange lines radiating from the top left towards the bottom right. Some of these lines are solid, while others are dashed.

**PARAMOUNT
PEP**

A large circular graphic composed of many concentric black and white lines, creating a tunnel-like effect. Inside this circle is the main text.

**SELL HARD
SELL FAST
SELL WELL
THEN GET DATES**

S. R. Kent

Another Sales Argument Answered

Bill Lippencott, Detroit Salesman, and Harry Antin, Denver Salesman, Get Together Thru PEP on a Sales Argument

The question put up to PEP by Harry Antin, one of our Denver salesmen, is:

WHAT ARGUMENT WOULD YOU GIVE TO SELL AN EXHIBITOR IN A SMALL TOWN WHO STATES FROM EXPERIENCE THAT HIS PUBLIC WANTS ONLY WESTERNS AND OUT-OF-DOOR RED-BLOODED PICTURES?

Bill Lippencott answers him as follows:

In many of the small towns, as well as some of the larger ones throughout the territory, many exhibitors claim that only the out-door or Western pictures make them the required box-office profit. Supposing this be true, and this class of picture is a winner; and exhibitor by continually giving his patrons pictures of this class, isn't he killing the goose that laid the golden egg? On the other hand, any group of Paramount pictures have the required number of action pictures together with those of the melodrama type which will vary his program and make it consistent. And where could a more consistent program than ours be found? It can't, and right there Mr. Exhibitor will agree with you. It is also a known fact, too, that some of the pictures demanded by this exhibitor are not so easy to place first run in some of the larger key city houses. The majority of the smaller houses are these larger, and most successful key houses, and can you name me one of these large, successful theatres not using our service, and using it consistently? His answer will be "No," for he really can't.

Then again, what great productions of the past seasons in filmdom would you claim to have been the most successful as box-office attractions?

Not one of these as you know, and as any exhibitor will agree have been Western, and only two or three, action to the extreme. Then how is it, or why, that the patronage you are catering to is so vastly different from that served by thousands of exhibitors who are, and have used, our service so successfully for the past years?

The real trouble is that they have not used Paramount service enough to really give it the acid test, which in itself is consistency.

[Editor's Note: It is this spirit of cooperation between the salesmen that will bring about the sales results and we want to express our appreciation to Messrs. Lippencott and Antin for entering into the spirit of these little sales conferences and not being afraid to ask questions or take suggestions—remember it was Teddy Roosevelt who said, "Take a suggestion from a child if it's a good one."]

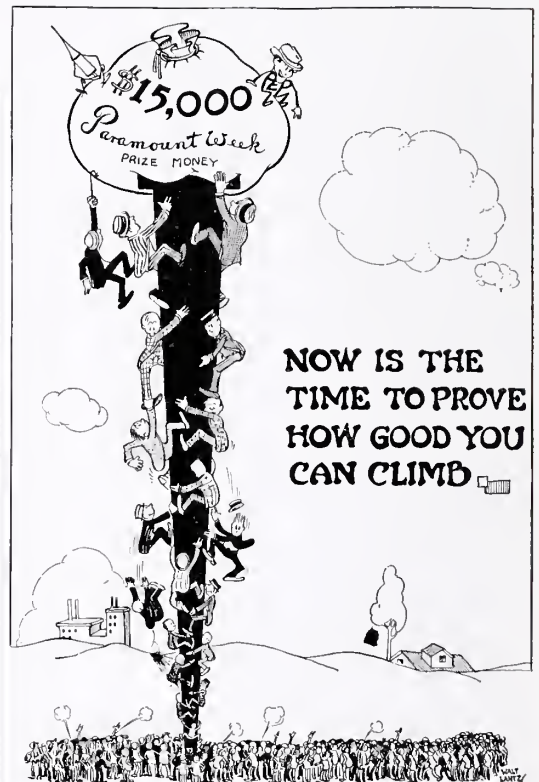
Cooperation Again

It was only recently that Lester Whelan accompanied William J. Clark, salesman of that office, thru his zone.

Mr. Clark never realized before the value of this end of cooperation until the two were well on their way thru the zone.

Mr. Clark wrote Claud Saunders a most gratifying letter to the effect that he never realized what a tremendous benefit could be derived from having an exploiteer call on the exhibitor with a salesman.

In closing, Mr. Clark said: "Sales talk is merely getting acquainted with the exhibitor, while sales talk added with exploitation gets the contracts."



Reach the Pocketbook Through the Eye—Chicago

Methods I Have Used in Keeping Small Towns Open in Zone 3

By Jack Raper—Salesman, Minneapolis

My territory being about 90% small towns, I was confronted with a very serious question relative to the small town ranging from 200 to 600 population, closing up during the months of July and August due to the fact that these towns invariably had upstairs opera houses, no ventilation, etc.

It is a positive fact that drawing patrons in the theatre during the months of July and August is impossible and I worked out the following plan, which has helped me out considerable, and probably some of the other salesmen can benefit by using same.

Wherever I run across an exhibitor whose intentions it is to close up through July and August, I immediately tell him to get his hat and I personally go along with him and call upon all the merchants.

The plan is this—the exhibitor totals up all of his expenses, including a small amount of profit for himself, generally \$4.00 or \$5.00 and this is divided equally amongst the merchants whom we have interested. For a period of eight weeks the show is then run absolutely free to all patrons and this plan is generally put into effect for Saturday nights, as this is no doubt a business stimulator and will attract people to this particular town and therefore it is a good investment from the merchants' standpoint and the exhibitor at the same time is making money and we are keeping our prints working.

In the event that some of the merchants in the town do not think it a good proposition, tell the exhibitor to give the merchants who have gone in with him on his proposition a lot of tickets and not to use any discretion giving them away because it is possible to give ten or twenty with a dollar purchase. This will, in a very short time, bring the merchants who have not approved of this plan to a point where they will want to come in and share on this free showing.

Lasky in London



Jesse L. Lasky

It did not take Mr. Lasky long to find his way to our offices in Wardour street, London, upon his arrival there recently.

The photo shows him at the door of our Paramount house there.

Mr. Lasky is on a combined business and pleasure trip to Europe for the purpose of interviewing several noted authors. At the present writing he is in Paris.

They Like Paramount Town

There's no doubt in the minds of the members of the Salt Lake office as to how Mr. I. H. Harris, Manager of the Strand Theatre, Evanston, Wyoming, feels regarding the picture "A Trip to Paramount Town."

In a letter to that office Mr. Harris says:

"I believe this is going to be one of the most interesting reels and something the public wants to see."

It is naturally a great privilege to be able to visit the studio, accorded those very few who have the opportunity to cover the distance and be admitted, and this is another great reason why the public will desire this kind of picture just to get a look in at what all of the stars are doing and how they act.

Many other such letters are pouring in daily regarding this picture and our prophecy that it would be a knock-out seems to be a sure thing.

Ricketson's Pledge

Rick Ricketson, Exploiteer at Denver, tells Claud Saunders that pledges seem to be the big thing now and he gives the following pledge to the boss of the exploiteers:

DENVER EXPLOITATION DEPARTMENT PLEDGES TO BREAK ON TO THE FRONT PAGE OF AT LEAST ONE DAILY NEWSPAPER IN EVERY TOWN IN THIS TERRITORY BEFORE THOSE "FORTY-ONE WITHOUT A SINGLE ALIBI" ARE PUT OVER.



PARAMOUNT PEP

"BUT ABOVE ALL THINGS,
TRUTH BEARETH AWAY THE VICTORY"

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of the*

FAMOUS PLAYERS-LASKY CORPORATION
Its Contents are Strictly Confidential

PAUL L. MORGAN - - - - - Editor

Vol. 6. JUNE 19, 1922 No. 50

Getting Down to It

In plain, cold type, boys, you are getting down to the facts of value on sales arguments, both suggested and answered.

Perhaps a few, when sales arguments were requested for PEP, thought that it would not be just the thing for a salesman to ask for an answer on a particular problem that may have been bothering him at the time.

With the result that very few came thru with any problems at all and those that did were answered by the executives at the home office.

However, it is most gratifying to know that the boys have gotten the "low down" on the big idea of the little chats in PEP.

It is just as much to a salesman's credit for him to seek information that will be to his credit for the organization, as it is for one to give it, for all in all we are striving for better sales and unless we can get together—give and take each other's views with a spirit of sportsmanship and true desire to do, our sales organization would soon tremble and then fall.

It is that getting together spirit to which Mr. Kent attributes a great deal of the success of our sales department and if you could hear the honest-to-goodness sales arguments that go on in our various District and Branch Managers' Conventions, you would realize why these boys are District and Branch Managers—simply because they want to know what they don't know and are willing to tell what they do know.

So let us get together on these sales arguments and refrain from any hesitancy in asking questions that may be troublesome in your territory.

Remember the buck private taught a General how to do the bayonet drill. We want our little army to get together in that spirit of cooperation and bring about, right now, the peak of efficiency in sales.

Branch Managers Allan Moritz and Mike Hughes already have a sales argument which will be published in the next issue of PEP and likewise salesmen Lippencott and Antin have carried on their little story in this issue, just as salesmen Robinson and Hirsch did in the last.

Let's go on these sales arguments.

Dig right down and find out what troubles

These Pictures mean a FULL HOUSE



Rosebaum Comments

H. G. Rosebaum, Branch Manager at San Francisco, was so elated over the wonderful book and the general line-up on our advertising that he wrote Mr. Botsford, our Advertising Manager, the following letter:

"I presume you have had many expressions of appreciation from other Branch Managers and Exploitation men on the class of publicity which is coming from the home office at the present time, and I can't refrain from giving credit to whoever is responsible for this line-up for Fall. I want to say this to you, that in my experience I have never seen better or more constructive advertising gotten out by any concern, pictures or otherwise, and if you are responsible for it, your head should not be turned, but your chest should be well out to the front.

"If the pictures are fifty per cent. as good as your advance work, the selling is two-thirds done, and I will say that any salesman, branch manager or anyone connected with the selling of motion pictures for this company, who cannot get an exhibitor with the goose flesh rising, with your book in front of him, is dead both ways.

"My best regards and sincere thanks."

H. G. ROSEBAUM.

Editor's note: This is indeed very thoughtful of Mr. Rosebaum and if we could all just stop a minute and realize the tremendous amount of daily art, hard work, patience and everything that goes to make up a successful department, we would begin to appreciate more what this department under the guiding hand of Mr. Botsford is doing in telling the world about Paramount pictures.

you—any particular point in your territory.

Surely, thru the circulation of PEP, someone can answer your questions intelligently and you in turn can answer theirs.

Get the idea?

Paramount Accessories Produce Patrons—Albany

A Rip-Roaring Convention

By Bam

Monday morning, May 29th, Canadian General Manager Bach called to order the Convention of Managers, Booking Representatives (nee Salesmen) and Bookers of Toronto, Montreal and St. John offices. Fifteen in all responded to the roll call.

This was the peppiest, most enthusiastic, constructive, business-like, all-together-satisfactory gathering it has ever been a pleasure to attend. There was not a detail of exchange operation, selling, booking, new product, advertising, Paramount Week, etc., that was not thoroughly covered by Bill Bach and his able lieutenants.

Every man was plumb full of ginger and the room could hardly contain the volumes of praise that were disseminated on our "41 without an alibi."

The convention lasted a day and a half and another half day was devoted to individual conferences.

It was a great pleasure to hear from Hal Hodes, Cosmopolitan Sales Manager, on the new pictures we will have from his organization.

We all missed the presence of George Weeks who tried hard but couldn't come. We don't believe it necessary to go into the minute details of the convention, for we know that Paramount conventions are of the same general nature all over—inspiring and building. So most of our readers will understand just the kind of a meeting we had.

In the evening all assembled at the King Edward Hotel for the banquet and believe us, everybody maintained the Paramount spirit thruout, while the speakers were M. Margetts, St. Johns Manager; Ed English, Montreal Manager; Hal Hodes, Cosmopolitan Productions; Charles Branham of the Theatre organization; N. L. Nathanson, Managing director of same and Bill Bach. Morris Milligan, Toronto Manager, was toastmaster.

As stated before in a previous issue of PEP, a wire was despatched to Messrs. Kent and Weeks and the western Canadian offices.

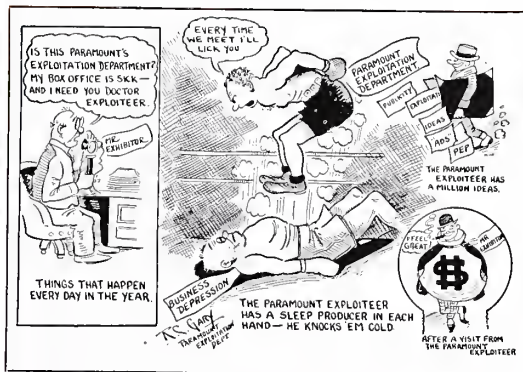
The western offices will hold their convention in Calgary very soon.

Booking Managers Contest

By Bam

On July 1st, the Toronto Booking Representative, who has the most booked revenue for Paramount Week in proportion to his quota will win a prize of \$25. Another prize of \$25 will be awarded on the same basis on July 29th, and on September 9th, a capital prize of \$50 will be given to the one who has finally rolled up the highest score.

Gary's Announcement



Bob Gary, exploiteer at Milwaukee, recently issued a card and sent one to every exhibitor in his territory.

The card certainly put over the message and we are reproducing the cartoon part of it above.

Greene Puts It Over

When the doors of a prominent theatre in Newark flung open on May 27th, the result of Fred Greene's carefully laid campaign for Memorial Day, shone out like a spot of gold, for the people were massed thick in front of the theatre.

Mr. Greene created the idea of a free show, our organization giving the pictures, and the exhibitor donating the theatre to the city and called it a Memorial Day matinee.

The admission was a potted plant or cut flowers. Not only did all bring plants or flowers, but many organizations thruout the city sent beautiful floral contributions with the result that on Memorial Day the flowers became part of the big parade and were turned over to the G.A.R. and American Legion to decorate the soldiers graves.

To show that this was highly appreciated, Mr. Greene is in receipt of the following letter from the City Clerk of Newark:

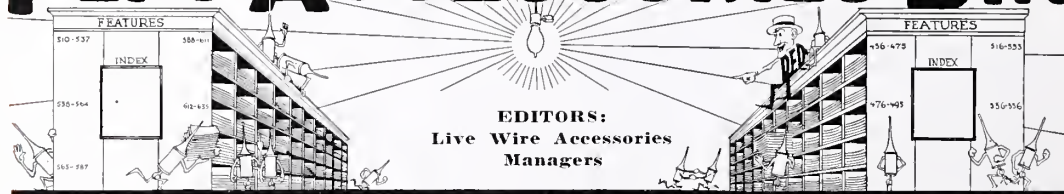
Dear Sir:

I am directed to advise you that at the final meeting of the Committee on Memorial Day Celebration, held in the City Hall, Friday, June 2nd, 1922, the clerk was instructed to communicate with you and convey to you and your company the sincere thanks of the Committee for originating and carrying out so successfully your Memorial Day matinee flower program with the hope that the inauguration of this plan in Newark, N. J., may spread thruout the length and breadth of these United States.

Very truly yours,

WILLIAM J. EGAN,
City Clerk.

PEP'S ACCESSORIES BIN



IF IT'S WORTH RUNNING, IT'S WORTH ADVERTISING

Sales I Have Made

"We sold 423 Insert Cards during week of June 3rd."

F. R. VANNATTER,
Accessories Mgr., Denver Exchange.

The San Francisco Accessories Dept., under Mr. J. A. Clark, sold 68,750 heralds during week of the 3rd.

"During week ending June 10th, this Exchange sold 168 Insert Cards. This is the largest amount sold by this office in quite some time."

A. R. MUELLER,
Accessories Mgr., Indianapolis.

426 Insert Cards is the mark reached by the Chicago Accessories Dept., which is managed by J. J. Hess, for week of the 10th.

J. H. Gilday, Accessories Manager, Kansas City Exchange, reports 385 Insert Cards having been sold during week of the 3rd.

"During week ending June 3rd, the St. Louis Exchange sold 53 24-sheets and 30,000 heralds."

F. L. COLLINS,
Accessories Mgr.

The Omaha Exchange sold 300 Insert Cards last week. Omaha's Accessories Dept. is managed by M. Rehfeld.

"We sold to the Strand Theatre, Des Moines, 25 24-sheets, 50 three-sheets, 15 six-sheets and 200 insert cards on 'The Bachelor Daddy.'

"This is the largest sale of insert cards on any individual subject ever reported in this Exchange."

J. J. CURRY,
Accessories Manager, Des Moines Exchange.

Two Good Examples

Here's what Sammy Cohen, Cincinnati Accessories Manager, tells us about the QUANTITY PRICE SCHEDULE.

"To answer your question as to whether I believe in the Quantity Price Schedule and how it is working out, my reply is an emphatic 'yes' and two typical examples to prove that it is a permanently good thing for the exhibitor and for us. In this morning's mail we received an order from an exhibitor in a small town who has been using one 1-sheet, a set of photos and a slide on all pictures that he booked from time immemorial. In this morning's order, for the first time, he ordered ten one-sheets on a picture.

Now the point is that this exhibitor probably has only one 1-sheet board and for that reason has been using just one 1-sheet. The quantity price schedule was an incentive to him to advertise more properly the pictures that he has been using. I do not believe he is going to buy any additional one-sheet boards and stick the other nine one-sheets up in his lobby, but I will bet a Russian ruble he is going to distribute these additional one-sheets around town, which is the very thing we are aiming for.

"The other typical example is an order that we received today from a big town exhibitor, a key town man, who has been using large quantities of accessories and ordinarily I would have said he was using maximum amounts, and yet in the order just received he asks for fifty 1-sheets on each picture as against 15 and 20 one-sheets he has been using before. There you have the two extremes, the little fellow and the big fellow, and the quantity price schedule is as valuable to one as it is to the other.

"As a matter of fact, when you come right down to it, there is no such thing as using a maximum amount of accessories. How does the exhibitor know it is a maximum amount? It may be all he can afford, all that he thinks he needs, but it is an even bet that he is wrong in his calculations.

"You are right in saying that all it needs is effort with a capital E.

"It is merely a process of education with the Accessories Manager as the teacher and the exhibitors as the pupils."

PEP'S ACCESSORIES BIN

CONTINUED

Business Getters



Three sheet on "Her Gilded Cage." Original painted by Henry Clive. Shows glorious Gloria in a pensive mood. She is wondering how the theatres will hold the mobs who are going to see her in the Sam Wood production, "Her Gilded Cage."



BEAT THIS IF YOU CAN

For the week ending June 10th, we sold 2,014 Insert cards.

R. P. COLLINS,
Accessories Manager, Boston Exchange.

Allez-Up!



In New Orleans we have 'acrobats 'n' everything.

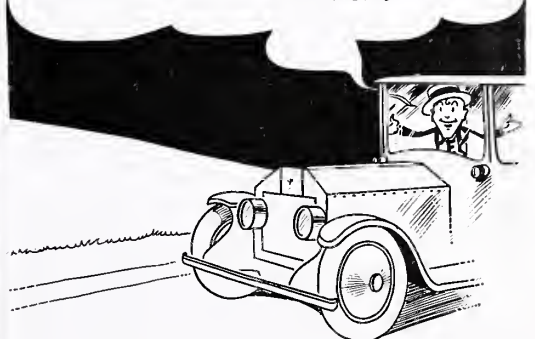
On the railing we have Morris Segel, Accessories Manager, supporting Marion Muir of the Contract Department, powdering the hair of Ruby Thomas, of our Accessories Department.

Don't Kick

There ain't no use in kickin', friend, if things don't come your way;
It does no good to holler 'round, an' grumble, night an' day.
The thing to do is curb your grief, cut out yer little whine.
And when they ask you how you are, jest say: "I'm feelin' fine."

There ain't no man alive but what is booked to get his slap;
There ain't no man that walks but what from trouble gets his rap.
Go mingle with the bunch, old boy, where all the bright lights shine,
And when they ask you how you are, jest say: "I'm feelin' fine."

PARAMOUNT PICTURES WITHOUT ACCESSORIES ARE LIKE ROLLS-ROYCES WITHOUT GAS!



Out For A Merry Time



The Minneapolis Clan, Paramount Pep Club, held their first annual picnic at Bass Lake Saturday afternoon and evening, June 3rd. The happy crowd left the office soon after it had closed for the day and journeyed to the lake in motor buses.

Ball games, races and swimming were the features of the day. Frederick Strief, branch manager, acted as umpire in the ball game between the girls and the boys and nearly lost his life by giving "raw decisions" in favor of the girls. To Frank Marshall, chairman of the entertainment committee, a great deal of credit must be given for the success of the picnic, for it was a real success and a wonderful time was had by all.

The above photo shows the happy throng prior to their departure to Bass Lake.

They Appreciate It

J. A. Clark, our San Francisco Accessories Manager, received the following letter from H. L. Beach, president of the Beach-Krahn Amusement Company in Berkeley, California:

Permit me to express to you and your company our hearty appreciation of the efforts you are making in behalf of the Motion Picture Exhibitors in supplying to them the necessary helps to assist them in selling your products to the public.

In supplying the exhibitor with the proper accessories, we feel that your company has gone further in this line than all other similar companies combined, and, indeed, we personally feel that when our signature crosses the dotted line, your assistance will continue to go with us until we have flashed upon the screen the final words, "THE END."

Just how much this department means to many exhibitors you, perhaps, will never know and the recognition by the exhibitors for the assistance you are giving will not always be audibly expressed, but we know that there are many, like ourselves, who do appreciate this service and we wish to assure you of our whole-hearted support.

Very sincerely yours,
BEACH-KRAHN AMUSEMENT CO.,

H. L. Beach, President.

This certainly is gratifying especially from the standpoint that our accessories are appreciated as well as our service.

Milwaukee — is "Something to Think About" in the Fifth Annual Paramount Week Drive

By R. C. Gary

Genuine "Pep" means both mental and physical alertness. There is a very close relation between activity of mind and activity of the body. Watch Milwaukee go over the top—FIRST for the Fifth Annual Paramount Week Prize.

* * *

Ben F. Durham, Zone 2 Salesman, says: "The sweetest words in my vocabulary are, 'Enclosed find contract.'" Ben certainly lives up to his slogan.

* * *

"It's the contracts that stay sold that make exhibitors—and it's the exhibitors that stick that make business," says Al Bernstein.

* * *

A little bird told us that Walter P. Lindlar was coming West. Walt, why, oh why, did you pass up Milwaukee? We would have enjoyed a visit from you.

* * *

It's easier to beat them when you're in the lead than to catch up when you're behind. Watch Milwaukee.

* * *

Mr. Mel A. Shauer, Manager Advertising Accessories Department, and Mr. R. A. Schuler, Special Representative, H. O. Accessories Department, paid us the long looked for visit this week. We note that Mel is getting younger and more optimistic looking than he appeared when we saw him at Omaha over a year ago. All we've got to say at the Milwaukee end is that we don't have the opportunity of seeing enough of Mel A. Shauer and R. A. Schuler. Come again, Mel, and R. A., we are always glad to see you.

The Meaning of Pep

W P. Gledhill, one of our new salesmen at the St. Louis Exchange, gives the following meaning of Pep:

P—aramount
E—xceptional
P—ictures

St. Louis Looseleaves

By A-Mike Vogel

And as they gathered at the station, tears flowed freely. Vainly did they plead, argue, expostulate, and entreat. But no—bravely did he go onward. Yes, bravely did Frank—I mean Red—Collins depart to return a married man. R. I. P.

The boys are stepping these days. Bill De Frenne, sales manager, recently booked Paducah, Ky., four days a week solid until Nov. 1st, and four other towns in the circuit likewise, also inaugurating the bookings with a solid two weeks of Paramount. A short time previously Bill tied up Jacksonville, Ill., for 116 playing days out of a possible 131.

Jess McBride went over to Roodhouse, Ill., and booked in solid Paramount until October 1st, and that means seven days a week. By the way, while there, Mac found time to step out and pull a child from under the wheels of a passing train, but he's one of these modest guys, and the exhibitor had to tell us the story. Consider yourself kissed on both cheeks, Mac.

Mr. Akers is spending a short time with us.

Lou Vogel makes a habit of sending in accessories orders with his contracts, gilt frames being his forte, and forty being the number he sold last week.

The Accessories Department is busy selling the new fantotos, securing orders from every exhibitor approached so far.

Cincinnati Scintillations

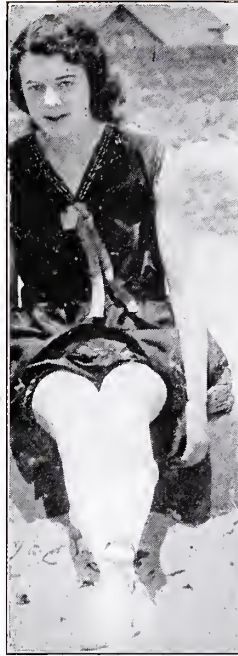
"Believe It or Not"

Marion Whitehead has come back, thereby disproving the old adage that "they never come back." Sometime ago Marion reluctantly gave up her position as Form 40 clerk in favor of domestic duties, but when Paramount called her back, she responded nobly. (P. S.—Now if only Peggy Miller would return we could celebrate a regular "Old Home Week.")

Sammy Cohen, Accessories Manager, has decorated the exchange with one-sheets and insert cards so that the offices now look like art galleries. Harry Neill, Sales Manager, is threatening to sue him because Sammy posted up a one-sheet on "IS MATRIMONY A FAILURE" right above his desk. Harry stoutly asserts that he is a happily married man!

Frances Brown, the champion banana eater, challenged Clara Neipote, the champion peanut eater, to a contest the other day. Frances claimed that she could eat more bananas within a given time than Clara could eat peanuts. It was a close race but Frances won by one mouthful!

All Set for a Swim



Blanche Kadish

When one wanders down to Long Beach at California it would be a strange sight if you did not see many faces from our Los Angeles office.

When we in the northern states are shivering with the cold, this girl, Miss Blanche Kadish, is in for a dip.

Miss Kadish occupies a desk in the Accessories Department of our Los Angeles office.

H. O. Team Trims Pathe

By Charles Gartner—Athletic Correspondent

In a game featured by heavy hitting on both sides, the Paramount team defeated Pathe last Saturday by the score of 14 to 10. Farrell, Cassidy, Keator and Lawrence starred for the home team at bat, while Carroll, second baseman for Pathe, had a perfect day with the stick, getting four hits in as many times at bat. Farrell, for Paramount, also got four hits in as many times up.

Mahon, Warren and Cassidy were the batteries for Paramount, and Eschman and Higgins for Pathe.

Cassidy is rapidly establishing a league record for stolen bases. In Saturday's game the fleet-footed Paramount catcher pilfered no less than four bags.

Paramount and First National are still tied for first place. Next Saturday, June 24, when the home team plays the Franchisers, quite some fireworks may be expected.

Hill Confident

C. M. Hill, Branch Manager at Portland, Oregon, says:

We will accept congratulations from the other offices for Paramount Week results on October 1st.

Don't Keep Your Attraction A Secret—

A Canadian Girl



Miss D. Winnick

This is Miss D. Winnick, one of the secretaries of our Winnipeg office.

Miss Winnick is devoted to the various winter sports held in Canada each year and is an excellent dancer.

It Was a Great Party

Only recently the Paramount Club at Toronto gave a party at the Exchange and to say it was a successful affair, puts it mildly.

Hary Painter, shipper at that Exchange, is possessed of the art of handling a violin and bow just as well as he ships, and his orchestra furnished plenty of good music.

The party was given for three reasons: to present the girls bowling club with a silver trophy they recently won by defeating the teams representing the theatre organization; to present Agnes Murray with a farewell gift and to entertain the Paramount representatives who were there for the convention.

Cleveland News

R. Labowitch—Correspondent

Our visiting list last week was quite distinguished. Mr. Geo. W. Weeks, manager, Fighting Division No. 2, called to see us and with him came Mr. John D. Clark and Mr. H. A. Ross, our congenial district manager.

Miss Anne Trugman, stenographer in our Exploitation and Accessories Department, was badly shaken up and bruised when she was thrown to the ground by an automobile on her way to work last Friday morning. Anne was in the hospital two days but is now on the road to recovery. We sure are all glad that she was not seriously injured and will be glad to see her back at her desk in a few days. But, Anne, we thought you would be more discriminating in picking out a machine to throw you down—just a FORD.

The Paramount Club is beginning to look around for a suitable spot for a picnic during August but we want to let the members know that many other little outings are being planned and will materialize the sooner if club dues are paid promptly on the first of each month.

"Don't Close Your Theatre," Says Moritz

Allan S. Moritz, our Buffalo Branch Manager, sent out the following letter to every exhibitor in his territory:

"DON'T CLOSE YOUR THEATRE"

Paramount can supply you with an unending line of money-getting pictures at a price within your reach!

If you close your theatre, your patrons will lose the habit of patronizing you!

If you are sick the best thing to do is to see the best doctor.

The best way to bolster up your summer business is to put forth your best efforts behind the best pictures you can procure.

We have the best pictures and our Exploitation Department is willing and at your service to help you put them over.

"DON'T CLOSE YOUR THEATRE THIS SUMMER."

Cashing In

J. B. Dugger, our Detroit Branch Manager, states that the following salesmen cashed in on the compensation for the period ending May 27th:

J. E. Ryder, G. A. Robb, C. B. Planck and T. M. Harper

The other salesmen ran a close race and will undoubtedly come under the wire in the next four-week period.

The one man who succeeds by letting things slide, is the trombone player.

Getting Acquainted



Lillian Andres

Lillian Andres, of our Albany Inspection Department, lost no time in getting acquainted with Gloria Swanson, our popular star.

Miss Swanson couldn't go to Albany and Miss Andres couldn't go to Hollywood so the radio was used, hence the first radio photo on record—"If You Believe it, It's So."

Say It With Accessories — New York

Our Male Stars in Demand

Surprising Fan Magazine Results Show That Our Male Stars Take Lead in Popularity

Interesting evidence of the drawing power of Paramount stars comes from the impartial test just announced by Motion Picture Classic, one of the fan magazines published in Brooklyn, with a circulation of about 245,000.

In the June issue the editor announced that the subjects for Classic color covers would be chosen by readers interested enough to write a request for their favorite. In the month since the publication of the June issue more than five thousand letters were received with one name dominating the requests—that of Rodolph Valentino, the subject of 1227 letters.

Responding to this popular demand, a painting of Mr. Valentino has been made in the costume he wears in "Blood and Sand," which will appear on the cover of "Classic" for October.

Miss Brady, the editor, told Glendon Allvine, of our Publicity Department, that Thomas Meighan was second on the request list for covers, more than one thousand persons requesting his photograph in colors. Third place went to Antonio Moreno, with 925 requests, while Wallace Reid came fourth, with 923 letters from "Classic" readers.

Consideration of the fact that the four high candidates were all men is striking testimony to the drawing power of our masculine players, particularly since most editors believe that pretty women are preferred on magazine covers.

July "Classic," now on the newsstands, is full of interesting things for the Paramount family and for admirers of our stars. There is a double page illustrating by photographs the rise of Gloria Swanson since she was a child of four to her stardom in Paramount pictures. Another double-page spread is devoted to scenes from "The Spanish Jade," and one of the most beautiful pages is that illustrated by stills from "The Man from Home."

Eight pages are taken by the story of "The Dictator," Wallace Reid's recent picture. There are also page portraits in rotogravure of May McAvoy and Constance Binney. And Rodolph Valentino claims the frontispiece.

This is only an item in the service provided for the magazines by the publicity department under the direction of Charles E. McCarthy.

Congrats—"Don"

Don (Colonel) Hammer, now covering Zone 3, Indianapolis Territory, claims he has signed his best and longest contract. The date is June 17th, and from then on and forever.

Here's wishing Don and his better half the best of everything and that their contract will be carried out in its entirety.

Rosecan Worrying

Ed Rosecan, one of our Toronto salesmen, writes us from a small town in Ontario and says:

"The exhibitor here is also the undertaker. I have a very bad cold and this man seems more interested in my cold than he is in buying pictures." Watch your step, Eddie.

From the Mormon City



We wish to introduce two young lassies hailing from Salt Lake City.

They are left to right, Eva Dansie, Billing Clerk and Ruth Showell, Filing Clerk.

A Letter to Bam

An exhibitor in Ontario recently wrote the following to Bamberger, our exploiteer at Toronto:

"You have made the name 'Paramount' so popular and prominent up here that when a contest was held to determine the name of a new restaurant, the majority voted for 'Paramount,' and so it is."

The Milwaukee Spirit



Bob Gary again comes forth with his mighty pen and pictures in a unique way the spirit of the sales staff at our Milwaukee Exchange.



Keeping the Story Going

By "Jerry" Beatty

The day is past when an author and director feel it necessary to waste a reel or two at the start of a picture "establishing" such vague things as atmosphere and character and environment.

The instructions at the Lasky Studio are much like those given the writers of popular fiction: "Get your story going, and keep it going!"

Take, for example, three pictures that are just getting under way this week:

Irvin Willat is making "On The High Seas" with Dorothy Dalton, Jack Holt and Mitchell Lewis. Here's the way it starts—

In a palatial stateroom on a Pacific liner a spoiled young society girl is irritated because her maid has forgotten to sew a ribbon on a slipper. In the hold the rats are leaving the ship, men are pumping water in an attempt to stay a fire. On the deck the passengers are fleeing to the boats. The ship is sinking and the girl refuses to believe that she is in danger. The ship goes down and the girl and two stokers find themselves together in a leaky rowboat.

That's the beginning of that one.

Take "The Young Rajah," starring Rodolph Valentino, which is being directed by Philip Rosen. (Reports have it, by the way, that his picture "The Bonded Woman," starring Betty Compson, is a bearcat.)

The scene is the sitting room of an old-fashioned New England home, on a stormy night. A farmer and his wife are interrupted by the entrance of two East Indians, a Prince and a General, who bring with them a dark-skinned boy who is treated by them with great deference.

They lay on the table \$2,000 in American money, 12,000 pounds in English bank notes and diamonds, rubies, emeralds and pearls valued at 160,000 pounds.

"Will you take this boy, and these?" they ask.

Then there is "The Ghost Breaker," starring Wallace Reid, directed by Al Green.

"Wally," a New Yorker, visiting his old home in Kentucky, finds he has arrived just in time to dodge bullets in a feud. He fights his way out, gets back to New York followed by the chief feudist—who has sworn to kill "Wally." They meet in a hotel elevator, "Wally" shoots first and escapes out of the elevator, dashes into the first room he finds, discovers a beautiful Spanish Princess in bed. The Princess saves him from the police and he agrees to go with her to Spain to fight the ghosts that fill her ancestral castle. That's just the start.

"Get your story going, and keep it going!" is the order, and they're filling it.

At Long Island



The first day that the Kleigs and Domesung with the burning of the carbons, PEP's cameraman secured a photo of the above trio at work.

Joseph Henabery, Director, who so ably handled "While Satan Sleeps," is seated in the director's chair coaching Miss Alice Brady on the right, who feels perfectly at home at the Long Island Studio and particularly glad to face the camera operated by Gilbert Warrenton, left, who prior to his short stay at the West Coast, was one of our leading cameramen at Long Island.

Here Are Eight Smiles For You



These charming girls whom you all know, have gladdened the hearts of millions of people both at home and abroad and are still continuing to do so.

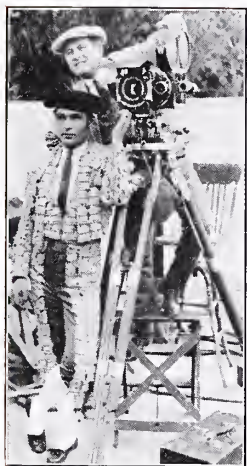
They appreciate the worth of the real smile and to say that every one is captivating only puts it mildly.

Let's all smile and live in a happier world.

In the photo they are: Upper left, Dorothy Dalton; upper right, Agnes Ayres; upper circle, Gloria Swanson; left center, Lois Wilson; right center, Betty Compson; lower left, Wanda Hawley; lower circle, May McAvoy, and lower right, Lila Lee.

Smile—and You Are Wealthy

Giving It the Once Over



Here are two gentlemen giving the set of "Blood and Sand" the once over.

The gentleman who looks like an advertisement of the Silver Trust is none other than our Rodolph Valentino, in his bull fighter costume of the star rôle, while cinematographer Alvin Wyckoff can be seen appearing over the camera.

Roberts Resting

Theodore Roberts is having a few days rest between scenes in "The Old Homestead." But shortly Uncle Josh will again appear—and incidentally the makeup is so perfect that one hardly recognizes the actor in the character. James Cruze is making a fine picture from the classic play—one that will appeal as few others have done.

Kilvert's View



B. Cory Kilvert, attached to the staff of Penrhyn Stanlaws in making "Pink Gods," gives a clever conception here as to what the picture won't look like.

The Rambler in Paramount Town

By A. H. Shirk

Rodolph Valentino will soon start work on "The Young Rajah," adapted from the novel "Amos Judd," by J. A. Mitchell, with Philip Rosen directing. June Mathis, who adapted "Blood and Sand," is responsible for this screen version. India and New England are mingled in this strange story of a young Hindu prince who is brought to America as a child, raised on a farm, only to learn his real identity on reaching his majority and to find himself the innocent mark of assassins who are anxious to do away with him so that a usurper may take the throne of his Indian realm.

Wanda Hawley is the lovely Molly Cabot, with whom Amos Judd (the Rajah's adopted name) falls in love. A marvelous cast has been selected and the others included are: Bertram Grassby, J. Farrel MacDonald, Charles Ogle, Fanny Midgley, George Periolat, George Field, Edwin Stevens, Maude Wayne, Robert Ober, Jack Gidding, William Boyd, Edward Jobson, Jos. Harrington and Spottiswoode Aitken.

They fed nearly a hundred people with a midnight supper at Lasky Ranch recently, when the company making "The Old Homestead," under direction of James Cruze, worked all night on important scenes. It was a good substantial feed and all hands enjoyed it to the limit. There was everything from soup to dessert and the hot coffee tasted better than ambrosia at that time of night.

The big courtroom scene in "Manslaughter," is at present occupying the attention of all concerned, following a week of strenuous effort on the big Roman revel scene which will form a vision in the story. The complete change from ancient to modern costume and action seems almost startling.

William deMille's "Nice People," which was recently completed, with Wallace Reid, Bebe Daniels, Conrad Nagel, Julia Faye and others in the cast, is one of the most modern pictures that anyone has produced. Modern in the sense that it has caught the spirit of today, shown the prevalence of that strange thing known under the collective title of jazz and suggested a remedy therefor all without preaching or giving an impression of didacticism. Work, the work that tires physically but leaves the mind clean and clear; a purpose in life, an object beyond the mere satiating of the temporary sense of restless longing for constant excitement—this is, so to speak, the remedy which is applied to the heroine of "Nice People" and it works. Clara Beranger has done a wonderful piece of work in adapting this Rachel Crothers play and the direction and portrayals are alike beyond criticism. This is a picture that has "today" writ large all over it and should appeal especially at the present time.



Willat Accomplishes Difficult Feat

Irvin Willat, in the staging of a series of melodramatic scenes for his new production, "On The High Seas," has successfully accomplished a feat which many directors have attempted with at best only indifferent results. He has succeeded in reproducing on dry land a storm at sea, investing the episode with a realism which promises to confound even the cinema experts.

A sequence of scenes had been enacted on a schooner off the coast of San Pedro, but certain technical requirements of the episode in question made it necessary to reproduce the afterdeck of the schooner on the Lasky Studio stage, and there make the scenes with all the effects of a rocking boat, dashing spray, lightning, wind and the raging of the elements.

In this episode Jack Holt and Mitchell Lewis are giving a sea burial to several corpses which they have found on the derelict schooner, having taken refuge thereon from a small boat in which they and Dorothy Dalton, playing another featured rôle, have drifted for several days after the sinking of an ocean liner.

The setting was surrounded with a large staff of technical men who manipulated the various effects. Two men operated wind machines which blew the sails and rigging. Another pulled a rope attached to the end of the boom which swayed it back and forth. Another stood at the side of the boat and dashed water up over the side as one of the corpses dropped into sea. Still another produced "lighting" and a number of electricians attended the lights.

The camera was set up on a special tripod which allowed it to be rocked and swayed, producing the effect on the screen of a rolling ship. All these effects had to be properly timed and worked in mathematical unison or otherwise they would not have synchronized in the general scheme and the result would have been a jumble anything but realistic.

Willat is recognized as a wizard in the producing of such melodramatic effects. His years of experience as a cameraman before taking up the megaphone gave him a mastery of photography and lighting in all their phases. His direction and personal photography of the accidental airplane collision in the Houdini picture, "The Grim Game," are still looked upon as one of the miracles of the screen, and certain scenes in the pictures, "Behind The Door" and "Below The Surface," which he produced for Thomas H. Ince, proved almost equally sensational.



Eyton Returns

Charles Eyton, general manager of our West Coast studio, is expected back in Hollywood tomorrow from a lengthy vacation spent in China. Kathlyn Williams, who in private life is Mrs. Eyton and who accompanied her husband on the trip, will start work immediately on her return in William deMille's production, "Clarence."

Victor H. Clarke has been occupying the post of general manager at the studio during Mr. Eyton's absence.

Telling Them About It



In the above group, Anna Q. Nilsson, who recently arrived here from Italy, where she was playing the leading rôle in "The Man From Home," directed by George Fitzmaurice, is telling her three friends about the wonders of the sunny clime on the Mediterranean.

In the photo, left to right, they are: Lila Lee, Anna Q. Nilsson, Lois Wilson, May McAvoy.



By Wingart

The ballroom scenes which were shot for Alice Brady's new picture, "Missing Millions," last week at the studio brought back much of the old-time activity. More than one hundred extras were used as atmosphere in the big ballroom of the Franklin home. These were the opening scenes of the picture. Joseph Henabery had shot 195 scenes before he filmed Scene 1. Seems strange, but that's the way movies are made.

Joe Darrell, in charge of the carpenter shop, is a familiar figure on the stage, seeing that everything is in shape for the shooting.

Miss Rose Meyer, secretary to Mr. King, studio manager, has been working in the studio ever since it was closed, in the interim working for Benjamin DeCasseres.

John Bonn, chief cutter, is still on the job as is Operator Healy.

Ben Mahoney is back at the studio in charge of the drapery department and Dave Sarecky is handling transportation.

"Clarence" Starts This Week

William deMille is scheduled to begin work next week on "Clarence," his new production adapted by Clara Beranger from Booth Tarkington's play. The cast, promising to be one of the most notable ever assembled for one picture, will include Wallace Reid, Agnes Ayres, Theodore Roberts, May McAvoy and Kathlyn Williams.

Charge to the account of

WESTERN UNION TELEGRAM

Form 1228

Receiver's No.

Check

Time Filled

NEWCOMB CARLTON, PRESIDENT

GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

Los Angeles, June 20, 1922.

CLASS OF SERVICE DESIRED

Telegram	
Day Letter	
Night Letter	
Day Letter	

Patrons should mark on a separate slip the class of service desired. OTHERWISE, THE MESSAGE WILL BE TRANSMITTED AS A FULL-RATE TELEGRAM.

Send the following message, subject to the terms on back hereof, which are hereby agreed to

Mr. S.R. Kent,
Famous Players-Lasky Corp.,
485 Fifth Avenue,
New York City.

FINISHED MANSLAUGHTER AND IT IS A KNOCKOUT STOP DEMILLE
SAYS I HAVE SURPASSED MY WORK IN MIRACLE MAN.
TOMMY MEIGHAN

PARAMOUNT
PEP

"Manslaughter" Will Break Records

Zukor Announces Formation of Stock Co.

Formation of Paramount Stock Company Announced by Adolph Zukor—Classes for Instruction of Players, Rules to Govern Stars' Conduct

One of the most radical departures ever attempted in an effort to improve the quality of motion pictures was announced last week by Adolph Zukor. It is the formation of the Paramount Stock Company and School at our West Coast Studio, Hollywood, with classes for the instruction of players in every branch of their art and with complete rules governing the players' conduct inside and outside the studio.

The object of the school is to establish a perpetual reservoir of talent from which can be drawn the stars of tomorrow, and the results are expected to be the development of a corps of screen players such as has never been assembled before by a picture-producing organization and the raising of the standard of productions to new levels.

"Operation of the school and the rules governing the players will be effective immediately," said Mr. Zukor.

"In organizing the Paramount Stock Company," Mr. Zukor stated, "we have only one aim—better motion pictures.

"Therefore we have assembled an organization of men and women who by their work have shown themselves to be the leading personalities on the screen. Many of the men and women in this organization already have achieved the position of stars; others have shown that they have in them the magnetism and ability to become the stars of tomorrow. Altogether we have, in the Stock Company, a group of players who will give our pictures the finest casts it is possible to assemble.

"But none of us wishes to stand still. Therefore we have placed at the disposal of all the people in the studio its entire resources for their artistic development along principles of proven soundness."

Complete rules and regulations, courses of study, officers and instructors have been provided for the conduct of this company. There is a Board of Control which includes Mr. Zukor, Mr. Lasky, S. R. Kent and Cecil B. De Mille. The Board of Administration is made up of Mr. Lasky, president; Cecil B. De Mille, director; Robert T. Kane, Victor H. Clarke and Frank E. Woods. There is also a Players' Board of Control, of which the members are Conrad Nagel, Lois Wilson, Thomas Meighan, Sylvia Ashton and Theodore Roberts.

Courses of training include everything connected with the motion picture art. The technical branches are divided into two parts—physical training and studio training. Under the physical training there are the subjects of health, action, dancing and fencing. The studio training courses are very elaborate. They include cinematography and lighting, pictorial values, stage mechanics, stage business, make-up, costuming, architecture, interior decoration, direction and acting.

In the realm of the higher ideals of picture making there is a department of creative effort which includes: Photodramatic analysis; photodrama—theory and practice; photocomedie; scenario, and motion picture history. Under the title of expressional branches three subjects are taught—physical expression, life study and pantomime.

The subjects and the men who will handle them as the faculty of instruction are: Photodrama—theory and practice, William de Mille; Pictorial Values, Penrhyn Stanlaws; Motion Picture History, George Melford; Dancing, Carriage and Fencing, Theodore Kosloff; Physical Culture, Norman Selby (Kid McCoy); Cos-

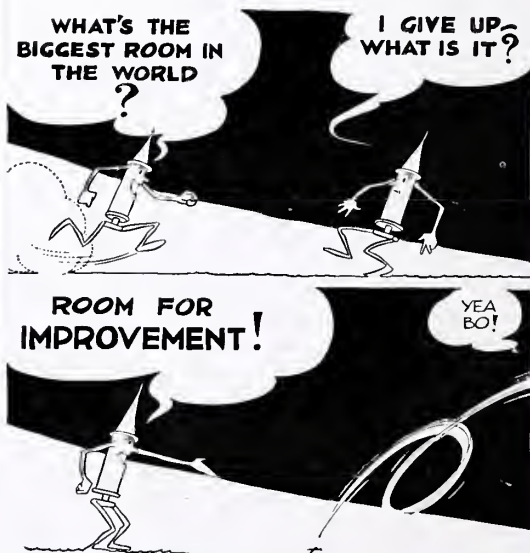
(Continued on Page ten)

Telegram

S. R. Kent received the following telegram from the West Coast Studio staff:

"We have just screened the last three reels of 'Burning Sands'—Melford has staged a terrifically wonderful and effective night battle between the Arabs with a melodramatic finish which ends with real heart throb. First part of picture not yet cut but if it is anywhere near as good as last half it is without question much stronger than 'Sheik'. Sills and Hawley are great. Jacqueline Logan will surprise you. It is a real honest-to-God red-hot melodrama with a lot of sex interest."

You're Right, Old-Timer



Worried?—Forget It!

Paramount Week Sales

C. H. MacMillan, Salesman at Minneapolis, closing Paramount Week—called on twelve (12) towns this week and closed ten (10) of them. The only reason he didn't close twelve is that two exhibitors were not in their towns. Mac has routed himself back in to see them, in his little Ford Coupe.

Not so bad—what?

H. Neal East, of the Portland Exchange, reports that he has closed for five sold weeks with Lebanon, Oregon, during a period covered by the Paramount Week contest.

Salesman Moore, at Portland, booked Heppner, Oregon, exclusive Paramount service August 26th to September 30th, inclusive.

Salesman Nicolls, at Des Moines Exchange, booked Jefferson, Iowa, thirty days solid during September.

Salesman Nicolls, at Des Moines Exchange, booked Perry, Iowa, thirty days during September.



A Live Publicity Stunt

Life stories of real criminals have been prepared by our Publicity Department, under the direction of Charles E. McCarthy, to aid the exploitation of "If You Believe It, It's So," Thomas Meighan's new picture. They are appearing in newspapers throughout the country and have met with enthusiastic approval by editors as an unusual piece of publicity material.

"Simply great," is the way Thomas Meighan describes them in a telegram to Mr. McCarthy, and in the same message he states that Perley Poore Sheehan, the author, agrees with him.

The stories, written by J. Morris Jerauld, of our publicity staff, were distributed through our exploitation men throughout the country.

"If You Believe It, It's So" is the story of a pickpocket who is first touched by sympathy for his victim, and then is reformed by the faith the aged victim has in him and is aided on the upward path by the faith-inspired love of a girl. In some respects it suggests "The Miracle Man," in which Mr. Meighan also appeared.

Mr. McCarthy conceived the idea of sending out a series of stories from life under Mr. Meighan's name which would parallel the theme of "If You Believe It, It's So," and the work was executed by J. Morris Jerauld, who interviewed Burdette G. Lewis, Commissioner of Institutions and Agencies in New Jersey; Father Cashin, Chaplain at Sing Sing; Warden Lawes, of Sing Sing, and Deputy Commissioners Faurot and Cray of the New York Police Department.

Thorn Tells Them



When Al Thorn, head of our Poster Department at the Home Office, visited the Morgan Lithograph plant recently, they called on him to give a little talk to the artists. On looking at the photo, we agree with Mr. Thorn in that people do not realize such a large corps of artists such as is shown in the photo, were needed to give Paramount posters to the world.

Mr. Thorn can be seen at the extreme left in the light gray suit and Mr. Frank Blakely, Manager of our lithograph offices at the plant, can be seen sitting at the extreme right in the foreground.



A New One

O. V. Traggardh, Branch Manager at Los Angeles, is in receipt of a letter from H. L. Wilson, owner of the Baby Grand Theatre in Arizona. Postscript on the letter reads:

"As Mr. Winship was driving up here from Prescott in his car, he found a small baby lamb about two days old. He brought it in and gave it to my boy and it is being raised on the bottle and is doing fine. It was agreed that it should be named 'Bill Paramount'—in honor of your company for the 'Paramount' and in honor of Mr. Winship for the 'Bill.'"

Commenting on the letter Mr. Traggardh says:

"I'll tell the world that when you have your exhibitors naming lambs for you, the Paramount-Winship combination looks about unbeatable. Furthermore, 'Bill' on his present trip has booked 100% Paramount Week in every theatre in every town he has visited and, whereas and further still—he solemnly swears every theatre in Arizona and every theatre in his territory in California, Nevada and New Mexico will be dittoed. This looks like some big healthy pledge, but I am confident he will come mighty near delivering. Keep your eye on both 'Bill-Paramount.'"

PARAMOUNT PEP

"BUT ABOVE ALL THINGS,
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees
of the
FAMOUS PLAYERS-LASKY CORPORATION
Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 6. JUNE 26, 1922 No. 51

Another Step

Now comes the announcement by Mr. Zukor, our far-sighted President, of the formation of the Paramount Stock Company and School.

Stepping forward seems to be the chief aim of our organization under our capable executives and we make "no bones" in stating that we lead and others follow.

This has been evident ever since the organization of Famous Players-Lasky Corporation from every angle needed to make it the organization that it is today.

Whether it be for service, physical operation, sales, cooperation, goodfellowship or anything, the company has not failed to take advantage and put into practice these things that all go to give to the public, thru our exhibitors, the finest in screen entertainment.

Have you stopped to realize, after reading over the rules and regulations of the Paramount Stock Company, just what this will mean to the exhibitor himself?

Yes, it works back that far, for he is the individual who is going to benefit from this new forward step and receive even better pictures for his public.

Another wonderful light can be thrown on this stock company when we stop to think of the true desire of our actors and actresses to be a part of this wonderful spirit, and appointing a board from their own ranks to govern their general conduct.

There is no doubt in our minds that the product coming from the studios is absolutely the best that can be turned out, for the simple reason that the stars and leading players have protected you as a distributor of the product, the exhibitor as the showman, the directors and themselves, against anything that would jump in as a stumbling-block to retard the progress of the product in the making.

This is wonderful, and aside from the general desire of the stock company, it will no doubt increase the spirit of goodfellowship in our ranks, reflecting on us as it does, and create a new epoch in facilities for continuing with Paramount as the best.

Here's three cheers for the new stock company.

May it reap a harvest of magnificent results from this powerful forward step.

The Way They Feel



Bob Gary, exploiteer at Milwaukee, says that if the exhibitors do not feel this way already, it will only be a case of a few weeks before they do.

Gary's conceptions with the pen are becoming very popular thruout the trade and he has been very generous to PEP for which we express a great deal of thanks.

Ott Returns

H. G. Ott, of our Auditing Department, returned from Germany recently after an extended business trip.

It will be remembered that Mr. Ott sailed with Mr. P. Pfitzner, who was formerly head of our Insurance Department quite some time ago.

Dan Cupid tells us that he made a good shot with an arrow, with the result that H. G. took unto himself a wife upon his return and a few days ago he was given a little luncheon at the Commodore by his intimate friends at the Home Office.

While away, Mr. Ott visited Copenhagen, Paris, Berlin and London.

Braly Works Fast

Hugh W. Braly, salesman of the Denver Exchange, recently returned from a week's trip and closed no less than fifteen towns solid for Paramount Week—many of these towns had two or more houses, all of which he closed.

Mr. Braly states that there are three towns in Wyoming that had declared their intention of closing for the summer, but on second thought, Paramount Week will keep them open.

That's great work, Braly; keep it up.

Shoot That Sales Argument In

Hughes and Moritz Talk it Over

Allan S. Moritz Submits Sales Argument and Mike Hughes Answers It

Believing that PEP'S sales arguments have been conducive of good results, Allan Moritz, Buffalo Branch Manager, compiled the following sales argument:

THERE ARE THREE THEATRES IN A TOWN. TWO OF WHICH ARE PLAYING PARAMOUNT PICTURES AND ONE IS NOT. THE TWO WHO ARE PLAYING PARAMOUNT PICTURES ARE NOT DOING VERY WELL, BUT THE THIRD HOUSE IS PACKING THEM IN AT EVERY PERFORMANCE AND HAVE TO STOP SELLING TICKETS NEARLY EVERY DAY. ON ATTEMPTING TO SELL THIS ACCOUNT OUR PICTURES FOR A PRICE ABOUT THREE TIMES AS MUCH AS IS NOW BEING PAID FOR OTHER FILM, THE EXHIBITOR RECITED THE FACT THAT HE HAD TO STOP SELLING TICKETS AT PRACTICALLY EVERY PERFORMANCE AND HE WANTED TO KNOW WHY HE SHOULD PAY PARAMOUNT THREE TIMES AS MUCH AS HE IS PAYING OTHER COMPANIES.

Mr. Hughes, our Pittsburgh Branch Manager, answer this argument as follows:

Assuming that all three houses referred to in Mr. Moritz's question are of equal size and have equal advantageous locations, there can be only one explanation to my mind of this situation and that is, the man who puts his house over notwithstanding the fact that he is not using our pictures, is a real live showman and gets behind his product in a way that brings in the business, even though he is showing an inferior class of pictures.

If the other two exhibitors would use a small part of the effort the third exhibitor is using, they would soon put him in the rear of the line.

However, there are a great many other points that exist in a situation of this kind, but I have merely based my answer, assuming as stated above, that the three houses are all on an equal basis. If they are not and the two houses using our pictures are smaller, probably poorly ventilated, or not up to the standards of the better theatres, the public will be swayed to a certain degree.

There is not an exhibitor on the face of the earth who would not welcome making more money than he is, regardless of his present profits. If he wasn't of this frame of mind, you could not class him as a progressive exhibitor and I have never yet seen an instance where Paramount pictures failed to bring home the bacon if properly presented, advertised and exploited.

Anyway we will concede that Moritz will shape this situation into favorable circumstances in a short time, but with three houses on the same plain, as the argument is put to me, Paramount pictures should be making the profits where the others are not and a call from a salesman and exploiter at the same time on the individual would probably convince him of this fact.

Editor's Note—Since going to press we have been advised that "Al" has signed the big fellow up.

MR. PEP SAYS:

A Lazy man is of no more use than a dead one, and takes up more room.

Our Friend "Pink"



Earl W. Wingart

Folks, this is our friend Earl (Pink) W. Wingart, of our Home Office Publicity staff.

Mr. Wingart was in charge of publicity at the Long Island Studio last year and when it closed down he went to the West Coast studio. He remained there a short time and returned to the Home Office staff, where you can still see his smiling face, excepting for the few days that he rushes over to our Long Island Studio, now reopened, to take charge of publicity there.

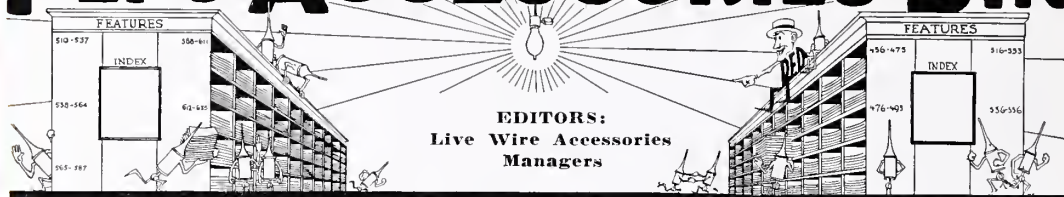
Some Sales Report

Below is the itinerary of Salesman Cassil of the Seattle Exchange as given on his daily reports recently received by G. E. Akers at Des Moines:

- May 22nd—At home. Mrs. Cassil in hospital.
- May 23rd—Mrs. Cassil in hospital.
- May 24th—Mrs. Cassil in hospital.
- May 25th—Mrs. Cassil in hospital. Sold Webster High School.
- May 26th—Mrs. Cassil still in hospital.
- May 27th—Mrs. Cassil presented me with an eight-pound baby boy this morning.
- May 28th—Mrs. Cassil at home.
- May 29th—On my way out in the territory feeling fine as a fiddle and ready to knock 'em dead.

PEP extends most hearty congratulations to Mr. and Mrs. Cassil.

PEP'S ACCESSORIES BIN



IF IT'S WORTH RUNNING, IT'S WORTH ADVERTISING

Sales I Have Made

"Our sale of insert cards for week ending June 10th is 411. This is the largest sale of this individual accessory ever reported in this Exchange."

J. J. CURRY,
Des Moines Accessories Mgr.

Reports from Exchanges would indicate that the sales of heralds and window cards on older productions on which material we have recently reduced the prices, have been very successful.

Nothing which we can say here can truly convey an idea of the advantages we derive from getting this older stock into circulation as against allowing it to rot on the shelves.

The number of communications which we have received from Accessories Managers regarding sales they have made, have dwindled considerably. For the first time since we inaugurated this column we have not had enough material to fill it.

This is the time to get busy. Our seasonal depression is approaching and undoubtedly many of the calamity howlers are crying "famine."

Do not forget to impress your customers with the solid and sound idea that during tough times the last thing in the world to cut down on is advertising.

Chicago's Idea

J. J. Hess, accessories manager of the Chicago Exchange, has had the following stamped on all contracts:

"Our representative will show you how to increase profits upon these productions. Discuss your Accessories Order with him NOW!"

Does Mr. Exhibitor want larger profits? There's only one answer. Will he take advantage of this suggestion? The increase in the accessories revenue of the Chicago Exchange will prove that he will.

"Standing Orders from Exhibitors"

In a recent trip to Exchanges I found that in some places the Accessories Department is still holding standing orders from exhibitors for accessories on the pictures they book.

A standing order from an exhibitor is a stifling influence on the proper sale of accessories. We want exhibitors to feel that we are making advertising commensurate with every picture that we produce and therefore expect that the live exhibitor will want to use quantities of accessories which are commensurate with the pictures he is playing.

The standing order signifies that the exhibitor is in a rut. To sell him properly we must go after him the second time if he has a standing order on record with us.

Therefore, let's sell him right the first time. Take up with him picture by picture the accessories which we have furnished and get the proper representation.

Kill standing orders.

MEL. A. SHAUER.

"Fanfotos"

The Fanfotos which we have recently inaugurated have already met with a generous response but this response has been spotty.

Without doubt they are wonderful business boosters for the box-office. Especially now during the seasonal depression you should do your utmost to promote them as a hot weather specialty.

The Fanfotos, as the name implies, were designed for the fans, and it is the fans who keep the box-office revenue good.

Make it a part of your daily duties to mention Fanfotos to every exhibitor with whom you come in contact every day.

MR. PEP SAYS:

These three things are useless: to think without working, to speak without doing, to wish without willing.

Paramount Again Leads in Brazil

By O. R. Geyer

Sweeping victories for us were recorded in every classification of a contest conducted by Paratodos, the leading motion picture magazine in Rio de Janeiro, Brazil, to determine the most popular screen stars, the best liked pictures and the most popular brand of pictures in Brazil.

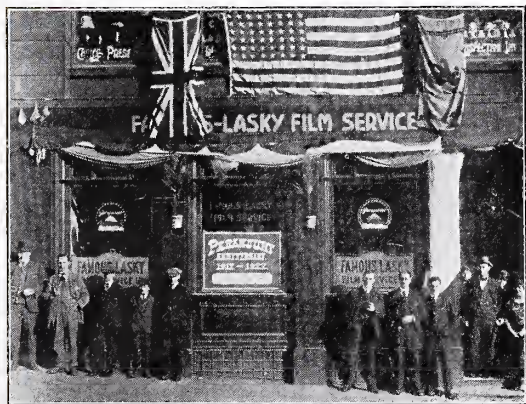
Final results of the contest obtained by E. E. Shauer, director of our Foreign Department, show that the Paramount trade mark has come to stand for the best in motion picture entertainment insofar as Brazilians are concerned, and that our leading artists are prime favorites with the theatre-going public.

In the contest to determine the most popular producing organization Paramount won by a vote of 1799 to 475 for the runner up. The most popular woman star in Brazil today is Gloria Swanson, with Lila Lee, Bebe Daniels, Agnes Ayres, Dorothy Dalton, Mary Miles Minter, Wanda Hawley, Elsie Ferguson, Betty Compson and Ethel Clayton near the top in this contest. Thomas Meighan was an easy winner in the male division, with Wallace Reid second and William S. Hart fourth.

Equally one-sided was the contest to determine the most popular picture shown during the last year. First place went to Cecil B. DeMille's "Male and Female," by a vote of more than two to one. Twelve of the twenty-two leading pictures shown during the year were Paramount productions, including "The Miracle Man," "Forbidden Fruit," "The Right to Love," "Heliotrope," "The World and His Wife," "The Testing Block," "Behold My Wife," "Idols of Clay," "On With the Dance," and "Dr. Jekyll and Mr. Hyde."



From Bonnie Scotland



Above is a photo of our offices in Glasgow, Scotland.

This office is possessed of a lively bunch of executives, salesmen and other staffs.

From Sunny Spain



You didn't know they read PEP in Spain, did you?

Here's the best proof in the world and it shows Miss Joaquina Caballol, secretary, reading it.

Mr. J. Soriano, the sales manager, can be seen in the background.

The photo was taken in our Barcelona office and we are in receipt of a lovely letter from that office giving analysis of the craze for Paramount pictures in Spain.

The Barcelona office, while not the main one in Spain, is the largest and does the biggest business there.

We are always glad to introduce our friends across the sea and hope that some day PEP may be able to greet them personally.



A Devoted Fan

Below is a letter received from a Paramount fan in the Philippine Islands. His devotion is evidently far above par. The letter reads:

Famous Players-Lasky Corp.,
New York City.

Gentlemen:

I always had a great pleasure of a wonderful photograph that has won all over the world. The deep longing in my heart cannot be hanged mortal am I but immortal is my soul, and so is my love for thee. All the things in the world may turn to dust but my love for thee shall last forever.

Will you please kind enough to send me different kinds of pictures of players to be my guiding stars every time especially when myself is sorry because of your players, my mind is always thinking far away. Great rain, muddy streets I go to the place where your players appear to change my sorrow into happiness. Also sign my name below the name of each player's picture. I hope you wont forget to send me, and thanking you in advance, I remain,

Very respectfully yours,

FRANCISCO T. GARCIA.

Pittsburgh's Guest



Above is a photo of Miss Mildred Harris, who appeared in "Fools Paradise," being entertained by the Pittsburgh Paramount PEP Club.

Miss Harris held an informal reception and was introduced to the various members of the Exchange by Miss Ray Lefkovitz.

After the reception, all adjourned to the projection room and saw "North of the Rio Grande."

The entire affair was under the direction of M. C. Hughes, B. M.

Miss Harris can be seen in the center sitting between M. C. Hughes on her right and Bill Robson, Exploiteer, at her left.

Ulrich Speaks to Kiwanis

Charles Kenmore Ulrich, of our Advertising Department, returned recently from Anoka, Minn., after spending anything but a delightful vacation.

Being confined to his home from the severe cold, Mr. Ulrich, nevertheless appeared before and delivered an interesting talk to the Kiwanis Club of that town on motion pictures and paid high tribute to Adolph Zukor in telling the story of the growth of the Famous Players-Lasky and the high peak of production reached by us.

The result was that the Anoka "Union," the leading paper in the town, carried a big front page story on Mr. Ulrich's speech and aside from getting this publicity, Mr. Ulrich pounded home to the prominent citizens of Anoka the high ideals and policies carried out by our organization.

An Eye to Business

Mr. C. G. Kingsley, who travels in northwestern Kansas, claims to have located the most saving exhibitor in the territory. This exhibitor hires a young lady piano player at \$1.00 a day, and deducts 25 cents from this salary to cover the admission of said piano player into the theatre.

His argument is that she gets to see the picture, and, therefore, should pay an admission the same as everybody else.

Mr. Kingsley suggested to this exhibitor that he deduct 50 cents per day, in addition to the admission charge, for use of the piano, and the exhibitor is giving Mr. Kingsley's suggestion serious consideration and thinks that he will do it.

Worthy Sales

Our representative, Clay O. Roberts, who covers Zones 1 and 2 in the Omaha territory, has made arrangements with J. W. Fosbender, Manager, Empress Theatre, Central City, Nebraska, for 104 pictures to be used at the rate of two features for four days each week. This is solid time for this theatre, and all bookings for the 104 pictures have been set.

Let's have some of the other boys shoot at this one.

Kansas City Exchange

By Billie Misteale

Mr. William Warner is again out in the territory with no other purpose in mind than to bring home a contract from every town called on. He is accompanied by Harry Hays, booker, who is acting as caddie for Bill, and instead of carrying golf sticks carries a large booking book.

Mr. G. E. Akers returned after a visit to the St. Louis, Omaha and Des Moines Exchanges. He reports fine business everywhere. So remember, Divisions 1 and 2, that we are still in the race—and what's more, in to win.

Last week this Exchange was visited by Mr. Mel Shauer, manager of the Home Office Accessories Department. He was accompanied by Mr. Robert Schuler, who acts as Mr. Shauer's assistant. We enjoyed having these two gentlemen with us.

Chicago Breezes

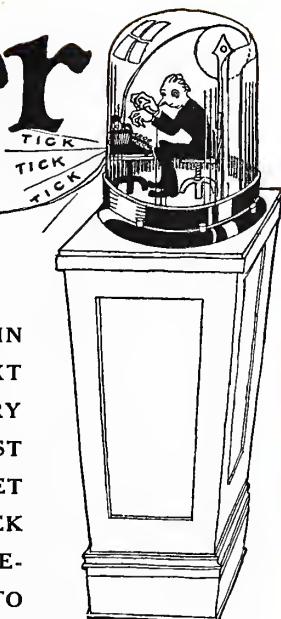
By Dan Roche

Being a fine salesman is one thing—but when a feller combines fine salesmanship with championship golf—well, that's something else again. H. D. Watts, who recently joined our city sales force, declares—nay, he even admits—that he is the cat's whiskers when it comes to propelling the elusive pill over the links. Be that as it may, he has one convert in Jack Wolfberg, who has bought himself a full set of golf tools and a shiny bag to put them in. These two go out each morning before sunrise and pickle the pill, all of which injects pep into their sales talks—at least, so they say. They're framing up a challenge for the Home Office team.

H. E. Roscan was received with open arms on his arrival from Canada to join our city sales force. His ready smile is rapidly winning him friends among the city exhibitors.

He's a minnow in stature, is H. Hayman, our new city salesman, but he's a whale when it comes to making sales. This only proves the truth of the old saw—"You can't tell from their size how far they can jump."

Pep's Ticker



JOHN HICKS VISITING FOLKS IN SEDALIA, MO. . . . WILL RETURN NEXT WEEK PRIOR TO SAILING . . . HARRY ROSS IN TOWN FOR THREE DAYS LAST WEEK—EXPECTS BEST RECORD YET FOR DETROIT ON PARAMOUNT WEEK . . . H . . . J . . . K . . . MEL SHAUER RETURNS AFTER TWO WEEKS' TRIP TO MIDDLE WESTERN EXCHANGES . . . READ STORY ON THE BIG STOCK COMPANY FORMED AT THE WEST COAST STUDIO AS ANNOUNCED BY MR. ZUKOR—THIS IS ANOTHER BIG STEP FORWARD . . . X . . . Y . . . Z . . . BOYS GOING STRONG ON PARAMOUNT WEEK . . . FREE-MAN, FROM ALBANY, DROPPED IN TO SEE US . . . GEORGE SCHAEFER AND JOHN POWERS ALSO PAID US A VISIT . . . H. G. OTT RETURNED FROM GERMANY LAST WEEK . . . O . . . O . . . O . . . KEEP YOUR EYE ON OUR PARAMOUNT WEEK COLUMN . . . PARAMOUNT BASEBALL TEAM PLAYED FIRST NATIONAL LAST SATURDAY . . . ANTIN JACKNIC, CLEVELAND ACCESSORIES MANAGER, WAS A VISITOR HERE LAST WEEK . . . JOHN CLARK WAS IN INDIANAPOLIS LAST WEEK . . . ANYBODY WHO'S RUNNING LOW ON RAIN, ORDER FROM US—WE CAN SUPPLY ON QUICK DEMAND . . . AN EPIDEMIC OF RED AND WHITE CHECKERED GINGHAM DRESSES HAS BROKEN OUT IN THE CINCINNATI EXCHANGE AMONG THE FEMININE CONTINGENT . . . RALPH KOHN WRITES US FROM GERMANY THAT LUBITCH WILL GIVE US A KNOCKOUT NEGRI PRODUCTION FOR THE "SECOND FORTY-ONE."

No Matter What Your Past Record Is—

Indianapolis Items

O. A. Kantner—Correspondent

M. Latta—Asst. Correspondent

EXTRA! EXTRA! COLONEL DON HAMMER EMBARKS ON SEA OF MATRIMONY! On the fateful Saturday night of June 17, Don went and done it. The soldier-salesman now daily salutes someone in higher command than a Branch or District Manager. From every angle the wedding was a Paramount success. Amongst those present were Sammy Cohen, the demon Cincinnati Accessories Manager, who kissed the bride for the Cincinnati Exchange. Not to be outdone by Sammy, Mel Shauer, of Home Office, kissed the bride on behalf of all the Home Office executives. G. Knox Haddow was unable to be present at the ceremony but the bride very obligingly came down next morning to the Exchange and gave Gene an opportunity of exhibiting his osculatory powers. Here's wishing you all the happiness in the world, Don!

Jack Rodman, Booking Manager, Psychoanalyzes Himself

After reading about a certain well-known author who wrote a successful best-seller immediately after he had had a psychoanalysis made of himself, Jack decided to try this "new-fangled" idea and see what the effect would be on bookings. Result: booking jumped up but his weight dropped down! Remember, Jack, we can't have everything!

This item recently appeared in the headline of the Indianapolis News. "Showers and Cooler." Shauer drove in on time but Cooler must have been delayed as we are still sweltering in a hot wave.

Francis Evans was a welcome newscomer into our Contract Dept. recently and also Maurine Jaquith into our Accessories Dept.

Vitagraph Forfeited

Another victory went to our Home Office nine a week ago last Saturday when Vitagraph forfeited the game.

As we go to press, we are reminded that there is a lively battle waging on the diamond now between First National and our boys.

We know the fur is flying because both hold the top of the league.

Watch for the story in next week's PEP.

MR. PEP SAYS:

An ounce of performance is worth a pound of preachment.

Zukor Announces Formation of Stock Company

(Continued from Page two)

tume Theory, Paul Iribe; Architecture and Interior Decoration, Max Parker; Cinematography and Lighting, Alvin Wykoff; Acting, George Fitzmaurice; Scenario, Frank E. Woods; Direction, Cecil B. De Mille; Make-up, George Fawcett and Theodore Roberts; Photocomedy, James Cruze.

When the project of the stock company school was explained to some of the stars and directors early in the spring by Mr. Lasky they suggested that they be allowed to participate in the control of the work, as is done in some of the larger universities. As soon as the news got around the members of the company drew up a set of rules and appointed the Board of Control which is to assist in their enforcement. They are strict, but are considered necessary by the artists for their own protection. As they were finally agreed upon in conference with Mr. Lasky they read:

1. "To protect the good name of their profession, the members of the Paramount Stock Company have suggested and adopted these rules of conduct and work. Therefore infringement of these rules not only works harm to yourself as an actor and an individual, but it also works injury to your associates. Strict adherence to these rules is demanded of every member of the company, and it also is requested that members, by precept and example, strive to have other members of the company observe them.

2. "The basis of all good work is good health. Therefore, members of the Paramount Stock Company should guard their health as their most precious asset and avoid any conduct or circumstances that will put their health in peril. Proper exercise, sufficient sleep, fresh air, proper diet—all these are essential to good health. Avoid alcoholic stimulants and late hours. If you are a woman, nothing can destroy your good looks so quickly; if you are a man, nothing can incapacitate you so much for the arduous work of the studio.

3. "Any member of the Paramount Stock Company who fails to maintain seventy-five per cent standing in classes, attendance and general deportment is liable to expulsion from the company.

4. "Although the stock in trade of the members of the Paramount Stock Company is their ability to portray their emotions, the place for such portrayal is on the screen, and not in the studio. Temperament is a valuable asset, but temperament out of control is a nuisance to yourself and everybody about you. Bursts of so-called temperament in the studio will not be tolerated; we are all grown men and women, and our actions should be governed by sanity and common courtesy.

5. "No member of the company will be allowed to make a public appearance at a theatre or public entertainment without permission of the director of the Stock Company.

(Continued on next page)

Today Opportunity Is Reborn

Toronto Tidings

By Bam

After a string of parties, picnics, banquets, conventions and what-not this post seems singularly quiet. Fifth Annual Paramount Week is the one thing that looms big on the horizon just now. This will be the first year that Canada has hooked up with the States on Annual Paramount Week. Heretofore it's been "Maple Leaf Week," but it was decided to take advantage of the large circulation in Canada of the American periodicals carrying our ads, the various splendid accessories, etc. Furthermore, we believe that Annual Paramount Week should be an international affair like Paramount Pictures.

Miss Elinor Mumford has joined the staff as stenographer for Office Manager Haag and Bam and Ledger Clerk.

George Weeks honored us with his presence for a few days this week. The only objections to his visits are that they are too infrequent.

Paramount Week Prizes in Canada will be distinct from those awarded in the States. The first prize will be \$400, second \$250 and third \$150. As there are only six offices in Canada you can see that there will be mighty lively competition for these liberal prizes.

Gladys Dillon is now Secretary to General Manager Bach and Melvina Davis is holding down the similar desk in the office of Branch Manager Milligan.

I Hear at the Milwaukee Exchange

By R. C. Gary

You can sell Paramount on SERVICE—remember that.

The exploiteer is a busy man these days covering the state.

Milwaukee will win FIRST PRIZE.

Charles D. Koehler, Chief Booker, is setting in a lot of solid Paramount Weeks.

A. N. Schmitz, Accessory Manager, covered several key points and sold a flock of accessories.

Frank Fountain, H.O.S.R., was pleased with conditions here.

Milton B. Gore, Office Manager, is some golf player.

Miss Ida Gross, Chief Contract Clerk, is back from her vacation.

The alligators are growing fat, and Jim Corbett nearly had his finger bit off.

Caught in the Act



This is Frank Smith with two very promising movie stars on his lap.

On the left is Miss Eveline McGinley, daughter of our Montana salesman, and on the right is Miss Betty Smith, daughter of Mr. Smith, who is in charge of our Butte office.

They tell us that these two kiddies are already learning Exchange operation and are anxiously awaiting the time when they grow up to be

secretaries to their daddies.

Zukor Announces Formation of Stock Company

(Continued from preceding page)

6. "Gifts and gratuities to any instructor or officer of the Paramount Stock Company, or anybody else connected with the studio, are strictly forbidden.

7. "Members of the Stock Company will be expected to play any part assigned to them. Success can be based only on good work, and ability to do good work can be demonstrated as well in a small bit as in a leading rôle. Therefore, never slight your work, no matter how inconsequential your rôle may seem.

8. "Be careful in the choice of your associates outside the studio. Remember: 'A man is known by the company he keeps.' A woman is known by the company she avoids.

9. "Do not confine your outlook on life to the activities of the studio. Broaden your viewpoint. Read good books; read a good newspaper and keep abreast of developments in politics, literature, economics, art. Remember that your mentality and your tastes shine through your eyes on the screen.

10. "The motion picture, because of its great distribution, gives you popularity, wealth and a great career. But, by virtue of this very distribution, it also brings enormous responsibilities. You must accept these responsibilities. The motion picture has made you an intimate friend of countless people whom you will never see. You are their friend, nevertheless, and it must be your constant care never to do anything or say anything that will betray the confidence these millions of motion picture lovers have placed in you. Therefore, members of the Paramount Stock Company are expected to avoid places, people, circumstances and conduct which might in any way bring themselves and the motion picture profession into disrepute. Any member failing strictly to observe this rule is liable to instant dismissal from the company."



A Truly Big Task

West Coast Studio Staff Worthy of Praise for Hard Work and Cooperation in Bringing About Successful Construction for "The Old Homestead"

By Shirk

Giving credit where credit is due, in the making of a motion picture, is somewhat of a difficult task, especially in a mammoth production like "The Old Homestead," which is being made at our West Coast studio.

The scenario is the real genesis of a photoplay and a full corps of experts worked on this one: Perley Poore Sheehan and Frank E. Woods adapted Denman Thompson's play; Julien Josephson wrote the script, and Walter Woods will act as supervisor, aiding in the final editing, etc.

The cast includes the following artists: Theodore Roberts, T. Roy Barnes, George Fawcett, Fritz Ridgeway, Ethel Wales, Harrison Ford, James Mason, Kathleen O'Connor, Edwin J. Brady, Frank Hayes, Z. Wall Covington, Charles Williams and a number of others in "bits."

In the matter of direction, James Cruze must be accorded unstinted praise for his splendid work and the immense amount of application and study he gave to the subject. His assistant, Vernon Keayes, is also entitled to great credit for attention to the innumerable details.

The building of the sets—especially that representing the village of Ganzey, one of the most perfect ever constructed anywhere for a photoplay—was the work of many hands: The architectural designing was handled by Max Parker, art director and his staff, including Ed Smith, who designed many of the typical, downeast structures. James Souter, head of the carpenter shops, spent day and night on the set at the Lasky Ranch and the task of creating a complete village of thirty or forty houses in eight days was largely achieved through his faithful activity. George Dickson, stage manager, and Glen Dunaway, head of the scenic or painting department, had their work "cut out for them" as did Frank Davis, production superintendent. Earl Hodge and Julia Heron, set dressers, and the property department under Howard Wells, with Gilbert Fenes and R. L. Collmer assigned to the company, were a busy lot of people throughout the production. Lee Shaw, general foreman of construction, and Hosea Steelman in charge of the stock at the ranch; Walter Reed, gag or stunt man; Karl Brown, the cameraman and his aids, all contributed to the general perfection of the unit.

H. H. Barter, assistant general manager, who has charge of all the construction activities, was unstinting in praise of his assistants who made this very remarkable record and everyone is feeling considerable pride and satisfaction in having delivered the big street scenes on the day previously set and in record time.

The ground had first to be cleared of old

(Continued on Page 15, 2d Col.)

Our West Coast Nine

Under the fiery managership of George Dickson, Lasky stage manager, the West Coast Paramount baseball club is continuing to defeat all teams in and around Los Angeles. The club has won six straight victories without tasting defeat and are now recognized as city amateur champions.

Following are the games played by the club to date:

- Lasky 18—Security Trust and Savings Bank 0.
- Lasky 8—Metro 4.
- Lasky 11—D. and B. Pump and Supply Co. 9.
- Lasky 8—Crystal Pier 4.
- Lasky 7—Orreo All-star's 1.
- Lasky 8—"Big Four" 1.

The team lines up as follows: Catcher, E. Orsetti; Pitcher, Bob Allen; First Base, George Carpentier; Second Base, Ronald Jones; Third Base, Leo Green; Short Stop, "Scotty" Brown; Left Field, Ben Hays; Center Field, Louis Mountain; Right Field, Billy Woodland.

Stars and directors on the lot have contributed to a fund and have bought the team uniforms and equipment. George Dickson as Manager has given his time and experience as a ball player to great advantage to the team. As a token of appreciation the squad presented him with a gold watch charm in the shape of a baseball diamond with two crossed bats engraved in the center.

One of Greatest of All Casts for "The Young Rajah," Starring Rodolph Valentino

The big task of selecting a cast for "The Young Rajah" is now completed and production activity will soon begin upon this new picture which will star Rodolph Valentino. The photoplay is an adaptation by June Mathis of the book, "Amos Judd," by the late John Ames Mitchell and is to be filmed under the direction of Philip Rosen.

Wanda Hawley, just completing her featured rôle in George Melford's production, "Burning Sands," will play Molly Cabot, the American girl with whom Amos Judd (the adopted name of the young Hindu) falls in love while attending Harvard.

Bertram Grassby, character artist who played the Hindu heavy in "For the Defense," a picture starring Ethel Clayton, again portrays a colorful Hindu villain—a maharajah who usurps the throne. He is assisted in his villainous designs by J. Farrell Macdonald.

Joshua and Sarah Judd, the kindly old New Englanders who adopt the boy, are played by two noted character artists, Charles Ogle and Fanny Midgely. Other important Hindu characters are enacted by George Periolat, George Field and Edwin Stevens. Amos Judd as a youth is portrayed by Pat Moore, brilliant child actor, and the remaining American characters include Maude Wayne, Robert Ober, Jack Gidding, William Boyd, Edward Jobson, Joseph Harrington and Spottiswoode Aitken.

All who are familiar with the screen achievements of some of the most noted exponents of the art of the silent drama, will see in this cast one of the most noteworthy gatherings of screen talent ever brought together for a single film production, concludes the Paramount statement.



"Pink Gods" Sets Record for Amount of Electrical Equip- ment Need

5,000 amperes on wheels! This will mean something to the radio fans, anyway. It is the amount of power used to light a night garden fête which will be one of the most beautiful effects in Penrhyn Stanlaws' production, "Pink Gods."

Five portable power-generators furnished the current, five truckloads of equipment converted it into illumination, a beautiful Pasadena home was the locale, and an array of beautiful girls and stalwart young men furnished the "atmospheric surrounding" for Bebe Daniels and James Kirkwood, featured players in this picture.

In the size of the area lighted, and the amount of equipment used, these scenes represent one of the most impressive projects ever carried out in motion pictures.

A Distinguished Visitor



Left to Right—Baron deRothschild, Victor H. Clarke, A. H. Shirk

Baron James H. deRothschild, eldest son of the famous French family of financiers, was a guest at our West Coast Studio recently and under the escort of General Manager Victor H. Clarke, Paul Iribe, Rodolph Valentino, Fred Kley and Adam Hull Shirk, inspected with keen insight and a ready comprehension the intricate workings of the big plant where our pictures are made.

The Baron is in America studying the development of the country and was fascinated by the details of photoplay production. He met many notables including Cecil B. and William de Mille, George Melford, Sam Wood, Alfred Green, Philip Rosen, Paul Iribe, Wallace Reid, Rodolph Valentino, Thomas Meighan, Leatrice Joy, May McAvoy, Wanda Hawley, Lila Lee, Adolph Menjou, etc. Cecil B. De Mille was host at luncheon in his private studio dining-room, to Baron deRothschild, Paul Iribe, Janie Macpierson and Victor H. Clarke.

Gloria Swanson Again at Work— Goes to 'Frisco

It did not take Gloria Swanson long after her return to the Coast from her vacation trip to Europe, to don the spangles, as they say in the circus. No sooner had she arrived in Hollywood ready to work in her new picture, "The Impossible Mrs. Bellew," than she was whisked away to San Francisco by Director Sam Wood. Mr. Wood had already gotten the production well under way and upon Miss Swanson's return the entire company set out by boat for the Golden Gate. Several episodes were filmed aboard the steamer and later scenes were made at Burlingame, the fashionable 'Frisco suburb.

Takes a Chance



Joseph Henabery, one of our popular directors, takes a chance at diving.

They are all ready to place on the helmet for his decent in the depths of the Pacific where he and his company were filming "The Man Unconquerable," starring Jack Holt.

Mr. Henabery is now directing Alice Brady at our L. I. Studio.

Edward Sheldon's First Original Screen Story to be Produced By Us—Irvine Willat to Direct

The first original story for the screen by Edward Sheldon, famous author of "Salvation Nell," "The Song of Songs," "Romance," "The Nigger," and other stage successes, is shortly to be put in production. "On The High Seas" is the title, and it has been assigned to Irvine Willat to produce.

Dorothy Dalton and Jack Holt will be featured in the new picture, and Mitchell Lewis will have an important rôle. Mr. Sheldon's original has been adapted for the screen by E. M. Ingleton.

Mr. Willat has just completed the filming of "The Siren Call," in which Miss Dalton is also the featured player, and just as soon as he finishes the cutting he will turn his entire attention to the Sheldon story.

This is one of the famous 41.

Raymond Hatton to Play King in "To Have and To Hold"

Important additions have been made to the cast of "To Have and To Hold," the George Fitzmaurice production now under way at our West Coast Studio. Raymond Hatton has been chosen to play King James I. Hatton is an expert on "kinging," one of his first successes being as the King in Cecil B. De Mille's "Joan the Woman." Adolphe Menjou will interpret the equally historic Duke of Buckingham and Arthur Rankin will be seen as Lord Cecil. Walter Long and Fred Huntley are to be a pair of bloodthirsty pirates, 17th Century edition, while little Anne Cornwall and Claire Du Brey have strong rôles.

Betty Compson, Bert Lytell, Theodore Kosloff and W. J. Ferguson lead the unusually strong cast.

Living "The Old Homestead"

Twenty wind machines, a four-inch pipe line with a fire engine pumping the water from a nearby river; a distance of three-quarters of a mile to the village used in "The Old Homestead," is a part of the equipment for producing the greatest storm scene that has ever been filmed. According to experts, this picture entails a greater amount of ingenuity and difficult work for all concerned than almost any picture that has been made.

The rain will be visible three-quarters of a mile back from the cameras. At a different period, the set will be covered with snow, and when it is remembered that the village consists of about forty houses and several streets, the magnitude of this will be realized even by the layman.

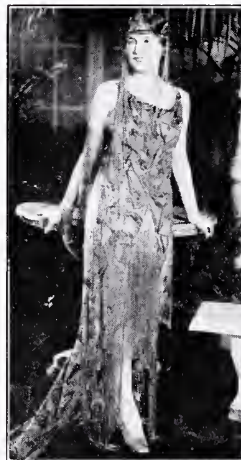
The four seasons of the year are represented—from Spring to Spring. Thus the appearance of the set must be altered in accordance and with the final storm much of it will be destroyed. The Lasky Ranch is the scene of this big undertaking and James Cruze is the director, assisted by Vernon Keays.

The population, so to speak, of the village of Ganzey, is practically kept intact throughout the picture. The same people are employed as nearly as possible. They each presumably live in the village and special houses or stores are assigned to them. They may never be actually seen in these structures but when the auction of "The Old Homestead" is started, they flock to the scene just as real villagers would do.

"We are virtually living the picture," observed Mr. Cruze. "The feel of rural life is in it for all of us. Once there, the actors are to the manner born. If this does not secure realism, I cannot imagine what would do so."



Charming



Agnes Ayres, starring in "Borderland," is here shown wearing a dinner gown of citron yellow (very fashionable new shade) beaded in long fringe effect. Shorter front fringe forming train in long panel effect. Arm ornament of fringe to match gown—attached below shoulder and at wrist. Head ornament of simple band of black velvet ribbon having loops of beads at side.

This gown was designed by Ethel Chaffin.

Agnes Ayres

The Rambler in Paramount Town

By Shirk

The old time man-o'-war used in "To Have and To Hold," George Fitzmaurice's production, featuring Betty Compson and Bert Lytell, has been again rebuilt at Balboa Beach and is now a piratical ship of the early centuries of American colonization. The company goes to the location soon to make these scenes with a bloodthirsty crew of buccaneers. Theodore Kosloff as the pamp-ered Lord Carnal, is one of the striking figures in the picture and Raymond Hatton makes a fine piece of work of the rôle of King James I. Adolphe Menjou is the Duke of Buckingham. This is an adaptation by Ouida Bergere.

All the best suits of armor around the Lasky Studio have been impressed into service for the Spanish castle scene in "The Ghost Breaker," Wallace Reid's new picture directed by Alfred Green. Lila Lee is seen in support as the Spanish Marchesa. The castle interior is a fine piece of craftsmanship—all cobwebbed and dusty and looking as if it were really hundreds of years old.

Kimberly, S. A., is seen in the present sets being employed by Penrhyn Stanlaws for his production, "Pink Gods."

Gloria Swanson is back and leaves at once for San Francisco for scenes in "The Impossible Mrs. Bellew," her newest picture, a Sam Wood production. Miss Swanson avers she is glad to be home though she had a wonderful trip. But "no place like home," has a very real meaning for her, she declares.

Rodolph Valentino is at work on "The Young Rajah," with Philip Rosen at the megaphone. The adaptation is by June Mathis. The story starts with a mysterious scene and works up to a dramatic climax which it would be hard to excel.

Cecil B. De Mille is getting within sight of the finish of "Manslaughter" one of his most ambitious productions, adapted by Jeanie Macpherson from the novel by Alice Duer Miller. A wonderful cast, a series of magnificent scenes, and a dramatic and convincing story will make this one of the producer's greatest attractions, it is believed. Thomas Meighan, Leatrice Joy, Lois Wilson and others fill the important rôles.

William de Mille is getting ready to do "Clarence," the Booth Tarkington play adapted by Clara Beranger. He has a corking cast.

"The Old Homestead," directed by James Cruze, is getting better and better—if this play isn't a knock-out, it will be because someone has missed their guess. It has all the elements of success besides a marvelous cast.

Warm weather has now arrived in Hollywood.

Sidney Dean Supporting Alice Brady in "Missing Millions"

Sidney Dean, who worked in the first picture Cecil B. De Mille made on the Coast, "The Squaw Man," has been added to the cast of Alice Brady's first Paramount picture, "Missing Millions," which is now in production at our Long Island Studio.

MR. PEP SAYS:

Not every fellow who carries a ham-mer can crack a joke.

A Truly Big Task

(Continued from Page 12)

sets and then laid out in streets, lanes, a hay field, orchard, and so on. Corrals had to be built and stocked with farmyard poultry and livestock; bridges were constructed over gulleys, stone walls built, hayracks, rail and picket fences, watering troughs, wells, pumps—and all the familiar paraphernalia of a real country home-stead and rural village were provided. The stores were stocked, the show-windows dressed, the usual signs painted. Fruit trees and flowers were planted, other trees that did not fit were uprooted and still others installed; even dogs and other animals were trained to play their parts. A special transmission line was put in and a water system to provide rain as well as supply water for the plants was installed.

There will be a terrific wind and rainstorm in the course of the production and for this, special arrangements were required.

Other branches of the work were taken care of by departments under assistant general manager Fred Kley, and helped greatly in the successful staging of the production. The transportation problem, directly under I. S. Liner, was solved so successfully that there was never a moment's delay in handling the great crowds which daily went to and from the ranch.

The costume departments under Mrs. Chaffin and Roy Diem furnished perfect facsimiles of the costumes worn in the period, that of 1885. The furnishing of these costumes on time was no mean task to say nothing of the research work involved.

The Research Department including Ray Telfer and Harriet Morris worked with great zeal in securing the necessary facts for the various departments.

There was, it is stated, not one single hitch; so perfectly was the work planned and so absolute the coordination that no one could possibly slip up on an essential detail. The result is a production of a favorite American play which will surpass any similar effort of the past.

There's only two kinds of ice cream I like—and that's chocolate



The Pepville Gazette



Vol. 6, No. 51

MONDAY, JUNE 26, 1922

Price: No Harm in Asting.

THE PEPPVILLE GAZETTE PUBLISHED WEEKLY

Entered at the Postoffice through the Mail Slot

Editor's Office:
Another Picture.

Weather:
Slovely

The Latest Applicant

Arthur Cozine, Casting Director at the Long Island Studio, is in receipt of the following letter from some ambitious person:

"Dear Sir:

"I want to get a job in your studio. I can rider a hors and lasso. Please tell me how to come there."

Yours truly

The envelope was addressed to Famous Players Studio, "on Long Island" and in the lower left-hand corner it had "Anyone one."

Police Enforcement

Policeman—Hey, what's that bottle sticking out of your pocket?

Pedestrian—Whisky. What's that in that bottle sticking out of yours?

Policeman—Just plain ginger ale.

Pedestrian—Let's make a highball.

Policeman—Sure.

Question Answered

"Something I can do for you, sir?" said the floorwalker to the man anxiously looking up and down every aisle.

"Well, yes," answered the man. "I seem to have lost my wife."

"Third floor, third aisle," said the floorwalker, you'll find a full line of mourning goods there."

The Point

"You're just like a match, Emery."

"How come?"

"Unless somethin' strikes you just right, you lose your head."

Daily Report

Below is an actual report received from one of our salesmen in the middle west and aside from being funny is an absolute fact. The recommendation reads:

This theatre runs two nights a week—owner in jail for bootlegging.

His wife advises they have enough service to last several months.

A New Outlet

Mixie—A friend of mine fell asleep in the bathtub with the water running.

Trixie—Did the tub overflow?

Mixie—Nope, luckily he sleeps with his mouth open.

He'll Never Know

Teacher—Now, Eric, how many ribs have you?

Eric—I don't know, miss. I'm so ticklish I can never count 'em!

Possible

Did you ever see a cootie weep?

No, but I've seen a moth ball.

Last Minute News

LASKY TO LEAVE LONDON—WILL ARRIVE EARLY PART OF
NEXT MONTH

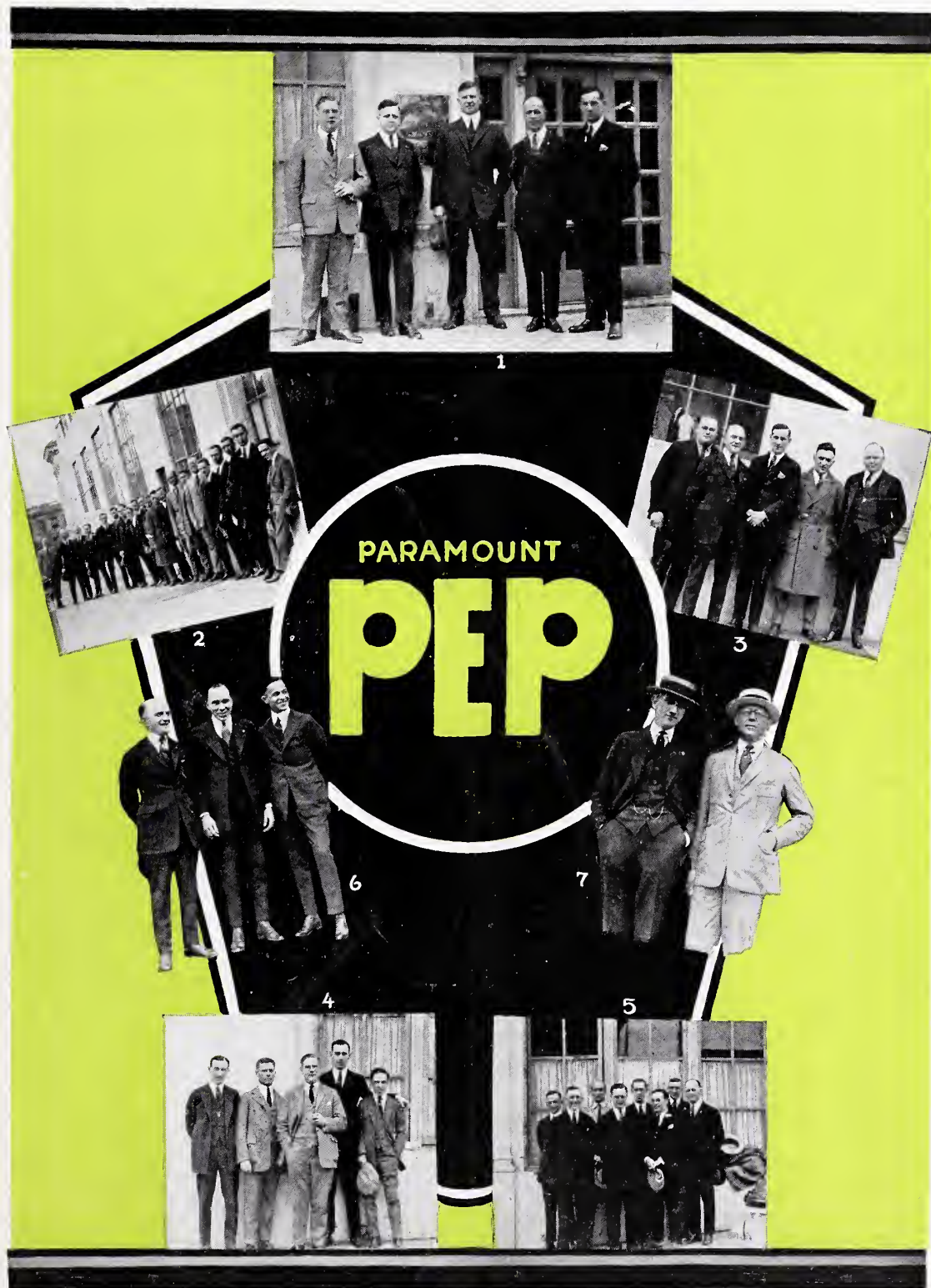
HOLT TO ARRIVE AT LONG ISLAND SOON AND START "MAKING
A MAN"

LOOK FOR BIG THINGS FROM "MANSLAUGHTER"

OUR BOY PROPS

Bam! ! !





PACIFIC COAST PRIZE SEEKERS

(See Story on Page Three)

You'll Be Proud To Sell

Directors at the West Coast Assure Department of Distribution of Their Desire to Give You Something That Will Make You Proud Salesmen

By Jerome Beatty—West Coast Studio

If you could see the activities evident at every turn in our studios here you would get a faint idea of the wonderful product you have in store for the exhibitor.

The directors have all voiced their sentiments in stating that it is their chief desire to give the salesmen everything in a picture that puts it in a class of demand for the exhibitor.

And, believe us, they are doing it.

Every turn of the camera cranks is grinding out money for the exhibitor around the studio these days. Cecil B. DeMille's "Manslaughter" has been built into the finest piece of material that ever was given to a Paramount salesman.

Here Mr. DeMille has a story that is one of the best selling novels of the year. It is a story of the jazz-mad age, a tale of a wild society girl who goes to prison for accidentally killing, with her speeding roadster, a motorcycle policeman; of a young district attorney who loves her but who sends her to prison.

The story—probably the most genuinely dramatic one that Mr. DeMille has had—is told in gorgeous settings and in drab ones. Parts of Auburn (New York) prison were reproduced to the last detail from hundreds of photographs of the prison that were taken there on a special trip made by Cullen Tate, Mr. DeMille's assistant. Mr. Tate brought back with him hundreds of properties, uniforms, tableware, keys, report cards, window curtains and even samples of the kind of bread that is served to the prisoners—that the prison scenes would be accurate.

Jeanie Macpherson, the scenario writer, spent three days as a prisoner in jail and many more days as a visitor in Auburn and in the Tombs to get the proper atmosphere.

Contrasting with the thrills of the prison are scenes of DeMillian dollar splendor—a colorful Christmas party, a New Year's Eve revel and a monster scene in the biggest set ever built for a Paramount picture, thousands of men and women in a Roman orgy during which the Goths, led by Alaric, sweep down on horseback and carry away the most beautiful women in Rome.

Thomas Meighan, Leatrice Joy, Lois Wilson, George Fawcett, Casson Ferguson, Julia Faye, are a few of the distinguished names in the cast.

"The most beautiful desert stuff ever made," is what they are saying about George Melford's "Burning Sands," which is finished. They took half a dozen truckloads of enormous lights out to the desert location near Oxnard and all the Oxnard Electric Light Company could grind out over the special transmission line was barely enough to light the desert city for the walloping night scenes that were shot with Wanda Hawley, Milton Sills and the other members of the excellent cast.

"Uncle George" set out to make a desert picture that would not in any way be a repetition of "The Sheik" and it is all new stuff. There is melodrama galore and colorful shots ranging from a snappy cafe to a gorgeous ballroom.

"I'm going to give the salesmen a picture that will make good on every promise," Mr. Melford said the other day. "There are beautiful scenes, beautiful girls, riders, fights, melodrama and a love story that is exactly opposite from that of 'The Sheik.' Here it is, a woman who goes after

(Continued on page eleven, second column)

Paramount Week Sales

Salesman Nichols, of the Des Moines Exchange, has succeeded in securing the entire month of September at Atlantic Theatre, Atlantic, Iowa.

Salesman Nichols also has succeeded in securing the entire month of September in the Lyric Theatre, Harlan, Iowa.

L. E. Tillman, of the Denver Exchange, reports that he has booked Buhl, Idaho, solid during the month of September with the exception of two days.

Jecter on the Job



Are You Going To Be A Prize Winner?

The Front Cover

The photos on the front cover were taken recently at the West Coast during the convention under the supervision of Herman Wobber, District Manager of the four West Coast offices. The photos are identified as follows:

No. 1—The Coast leaders. From left to right they are: G. P. Endert, Manager, Seattle; H. G. Rosebaum, Manager, San Francisco; Herman Wobber, District Manager, San Francisco; O. V. Taggardh, Manager, Los Angeles; C. M. Hill, Manager, Portland.

No. 2—"In line for first money." Managers, salesmen, bookers and exploitation men. From left to right they are: Endert, Seattle; Traggardh, Los Angeles; Stang, Portland; Amador, Los Angeles; Hoke, Seattle; Hill, Portland; Clark, San Francisco; Clark, Los Angeles; Peacock, Los Angeles; Roeder, San Francisco; Vanderhoof, Portland; Reed, San Francisco; Winship, Los Angeles; West, Seattle; Taylor, San Francisco; Wilson, Los Angeles; Ponedel, Los Angeles; Goring, Los Angeles; Haley, Seattle; Carruthers, Seattle.

No. 3—The Portland (Oregon) delegation. From left to right they are: East, Salesman; Stang, Booker; Hill, Manager; Vanderhoof, Salesman, and Moore, Salesman.

No. 4. The Seattle Bunch. From left to right: Hoke, Salesman; West, Booking Manager; Endert, Manager; Haley, Salesman; Carruthers, Salesman.

No. 5. Los Angeles Octette. From left to right: Clark, Booking Manager; Peacock, Sales Manager; Winship, Salesman; Wilson, Salesman; Ponedel, Salesman; Amador, Salesman; Goring, Exploitation Representative; Traggardh, Manager.

No. 6. The Three Bookers. From left to right: Stang, Portland; Sullivan, San Francisco; Clark, Los Angeles.

No. 7. Two of Claud Saunders' Disciples. From left to right: Goring, Los Angeles, and Taylor, San Francisco.

To Sail Thursday

E. E. Shauer, Assistant Treasurer and Director of our Foreign Department, will sail with Mrs. Shauer on the Latonia, Thursday, July 6th, for a visit of several weeks in Europe.

Mr. Shauer will visit our offices in Great Britain, France, Denmark and Germany and will discuss with J. C. Graham, our General Foreign Representative, plans for the extension of our distribution in Europe during the coming year.

This is Mr. Shauer's thirty-first visit to Europe.

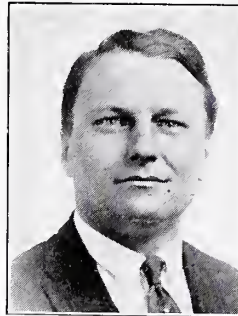
HICKS SAILS

Accompanying Mr. and Mrs. Shauer will be Mr. and Mrs. John W. Hicks, Jr., and their famous son, John W. Hicks, 3rd.

Mr. Hicks will visit England, France and other countries en route to Sydney, Australia, his stamping ground.

Mr. and Mrs. Hicks have completed a month's visit in the States, which was their first since they left New York sixteen months ago.

A New Salesman



A. Gebhardt

Mr. A. Gebhardt, is the latest additions to the New York Exchange sales force.

Mr. Gebhardt has experienced several years of motion picture salesmanship and states he has yet to find the time when he is bored with his occupation.

He came into the motion picture field in 1906 in Denver, Colo., and is still going strong.

New Branch Manager

S. R. Kent announced last week the appointment of Mr. Benjamin Blotcky as Branch Manager of the Kansas City Exchange.

His appointment became effective Monday, June 26th.

Congratulations are in order.

Canada's New Idea

General Manager Bach works out clever chart issued in Army language.

Mr. Bach again "pops" forth with a brand new idea he is using among the Canadian offices for the purpose of keeping each office posted as to their progress on the Paramount Week Drive up to and including September 2nd.

This chart is headed up with a unique title. It reads:

OFFICIAL COMMUNIQUE

BATTLE POSITION (room for the date)

On the left of the chart he has the *Army of the East; Officers Commanding, Messrs. Milligan, English and Margetts.*

Army of the West; Officers Commanding, Hanner, Ferte and Weeks.

Under each heading of the two armies, there are fourteen spaces representing the fourteen weeks, between each office.

If each office does its quota a red line will move around in the quarter circle to the extent of one space each week. If they are ahead of their quota, a blue line will designate their movements in proportion and if they attain their quota evenly, a black line denotes to what extent.

The boys are very enthusiastic over this chart in that it is arranged so that it can be filed each week and from the way they are stepping, we are sure a lively battle is going on and the commanding generals are rallying forth for the best position.

PARAMOUNT PEP

"BUT ABOVE ALL THINGS,
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees
of the
FAMOUS PLAYERS-LASKY CORPORATION
Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 6. JULY 3, 1922 No. 52

Comin' Thru

You need only to read Jerry Beatty's story in this issue of what the directors are doing at the West Coast, to get a slight idea of the real true desire on the part of the Production Department under Mr. Lasky to cooperate with the sales force in giving a most wonderful product to distribute.

Weeks ago at the District Managers' convention, Mr. Lasky in his impressive way, told of this desire to give to you boys that which would make you indeed a most proud representative of Famous Players.

They are comin' thru—comin' thru big and everybody at the studios from Mr. Lasky right on down, never evidenced keener eyes for better productions than they have at the present time.

They are sold on the idea that the public is after the supreme in screen entertainment just as you and the exhibitor are sold on the idea that they must have it.

Just take into consideration what the production department has done in giving you these masterpieces.

First of all—they worked night and day in assembling stories, assigning directors and perfecting casts for the forty-one pictures, in such a short time that it almost seemed an impossible feat. This was accomplished as you know, by looking over our famous book.

Immediately after the combination of all this material which involved unsurmountable detail work, the entire staff pitched in and started the program and if you have been fortunate enough in seeing the first few coming from the West Coast, you will agree with us that they are comin' thru wonderfully.

Second—on the heels of this truly big accomplishment came Mr. Zukor's announcement of the stock company.

It was not just necessary to announce that a stock company had been formed, but the big thing that was necessary to put this over was cooperation to the last man on the part of everyone at the West Coast.

Did it go over?

We'll say it did.

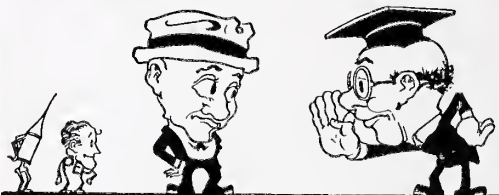
Now what are you going to do with this solid

A Short Story

YESTERDAY IS GONEFORGET IT



TOMORROW HAS NOT COME...DON'T WORRY



TO-DAY IS HERE..... "GO TO IT."



Beat This One

This is the way H. Neal East, one of our salesmen at the Portland, Oregon, Exchange, has one of his towns lined up:

The town has three theatres. In one he has first run lined up to release date; in the other Realarts and in the third he has sold groups one and two, Hart's and Fairbank's, as well as numerous second runs.

This is great stuff.

gold diamond-studded product which is being given to you for proper distribution?

Surely every last man of us will not pass up a thread of an effort to place these famous forty-one in every town and hamlet in the country.

Split the service?

The greatest opportunity you ever had in your lives—why?—because it is a product that if not now, in a short time, the exhibitor will demand. If he doesn't he is not giving his public what they want and it behooves you boys in the field to convince the exhibitor that now is his chance to grace his screen with the wonderful stories involving technique and art, by the greatest directors in the country, with a collection of casts that will stagger you.

Remember, boys, "Forty-One Without a Single Alibi," and the exhibitor should know even as you and I that these pictures belong on his screen.

Self Inventory Should Be a Daily Habit

Watch Your Adjustments

Question of Adjustments Not Taken Serious Enough by Salesmen and G. E. Akers Points Out the Reason in This Story

Commenting on the adjustments and requests for adjustment being received, Mr. Akers says:

"Too many requests for adjustments are being received after the picture has been played and the field men do not seem to be taking this matter seriously enough. The precedent of granting these adjustments is wrong from many standpoints. We are not in the insurance business, and are not writing insurance on profit and loss. We are selling pictures at a price in accordance with what we believe to be the value of the product in any certain town. No one guarantees us a profit when we make a production. We put our money into the picture months before release date and take our chances on being able to get this money out. The exhibitor should take the same chance in getting his money out of a production after he has purchased it.

Another bad point in this connection is that with an exhibitor starting to run a picture feeling that if he does not make a profit we will give him an adjustment, his initiative is taken away from him. In many instances it has proven an expensive proposition to us, due to the fact that perhaps the exhibitor was not thoroughly sold on the production in question and advertised it in a half-hearted manner. Whereas, if he had been properly sold on the production and had bought it at a price, knowing that he could not get an adjustment, he would have gotten behind the picture in the biggest way possible and would have put it over, made money on it, and pleased his patrons.

Therefore, we must carefully consider any requests of this kind and discourage them thereby, placing ourselves in position of knowing that when a sale is made we are going to receive a certain amount on the production and of knowing that when an exhibitor buys a picture he is going to put every effort behind it.

REMEMBER
FAMOUS PLAYERS FOR MONEY-MAKING
PRODUCTIONS—LLOYD'S FOR
INSURANCE.

An Albany Trio



At the noon hour the cameraman at the Albany Exchange got busy and snapped three of our pretty Misses of the Inspection Department at that exchange.

The young ladies in the photo from left to right, are: Misses Margaret Kayser, Peggy Williams and Isabelle Seeman.

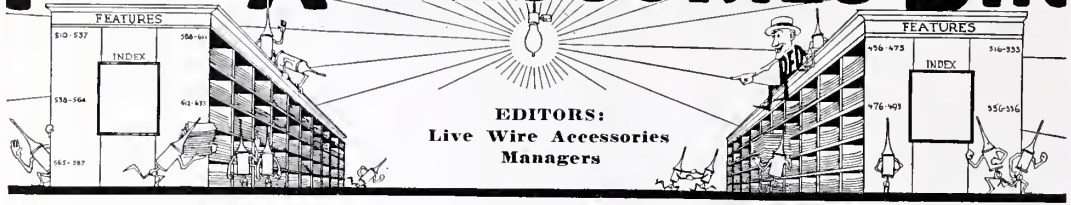
Weeks Says:

I ONCE knew a Branch Manager
* * *
WHO HAD a good reputation
* * *
AND WHO had great future possibilities
* * *
LOOKED LIKE he might be another
* * *
ZUKOR or KENT some day
* * *
BUT HE got so good
* * *
HE STOPPED selling
* * *
JUST SAT at his desk
* * *
AND TOLD his salesmen how
* * *
BUT IT didn't work
* * *
BECAUSE the boys didn't respond
* * *
HIS BIG SALES IDEAS were discounted
* * *
HE COULDN'T pep them up
* * *
ALL BECAUSE he wanted his salesmen
* * *
TO DO things he wouldn't do himself
* * *
HE SLIPPED
* * *
HE is among those that "was"
* * *
BUT HERE'S hoping
* * *
IF ANY ONE of our Branch Managers
* * *
FEELS HIMSELF slipping
* * *
HE WILL wake up
* * *
BEFORE he is a "wuzzer"
* * *
I THANK you.

G. W. N.

(With apologies to K. C. B.)

PEP'S ACCESSORIES BIN



IF IT'S WORTH RUNNING, IT'S WORTH ADVERTISING

Regarding First Impression

How do you dress your Department? First impression is the greatest selling factor in the world.

Walk out of your door, turn around and walk in again. What is the first impression that you get from the appearance of your own Department?

Have you a display of current goods which would sell an exhibitor if you weren't there?

Do you reach him thru the eye as well as the ear?

Try to get him coming in, then try to get him going out, so that everywhere he looks he finds PARAMOUNT ACCESSORIES before him.

And when we say Paramount accessories we say the utmost in accessories.

Keep your Department attractive and keep it clean.

Let Us Know

The finished accessories on some of our August and September releases have already been received by Exchanges. The boys are now seeing with their own eyes the product about which your Managers and District Managers grew so enthused when they were at Home Office in Convention.

We want your expressions on same. We feel that we have the greatest accessories that any company has ever turned out. Do you share this feeling with us?

Write your frank comments to Mel Shauer.



Visitors

Last week "Andy" Jacknic, of the Cleveland Exchange, dropped in the Home Office to re-new acquaintances.

"Andy" is on his vacation.

Sam Levine, of the Boston Accessories Department, was also a visitor at the Home Office last week.

Meeting With Favor

No single accessory launched in recent years has met with more favor on the part of foreign offices and buyers of our pictures than the Fanfotos. Initial orders for 80,000 of these photo already have been placed, Cuba, Australia, Argentina and Brazil having placed large orders shortly after the introduction of this new accessory item. Other countries still to be heard from are expected to send other large orders, as the Fanfotos fill a long felt want in foreign countries. The fact that this is the first opportunity to obtain star photos in large quantities at a small cost has made the Fanfotos extremely popular with our foreign customers.

O. R. GEYER,
Foreign Publicity Dept.

MR. PEP SAYS:

The wages of carelessness are never left unpaid.

PEP'S ACCESSORIES BIN

CONTINUED

Sales I Have Made

"For week ending June 24th, net accessories sales at Maine were \$407.38, which is a new record for this Exchange. Some of the items sold were 822 one-sheets, 272 three-sheets, 136 six-sheets, 97 11x14s and 47 insert cards."

F. C. STONE,
Maine Accessories Manager.

Congratulations, Fred. This is great work! We think you're going to have a lot of new records before Fall and then—Oh, Boy!

As of week ending June 24th, the following were the Exchanges who made sales of Fan-fotos:

Boston	12,000
Cleveland	1,000
Kansas City	2,000
New Haven	3,000
New York	3,000
St. Louis	6,000
Foreign Dept.	80,000

Let's step on the pedal, boys! Look at that sale made by the Foreign Dept. Are you going to let them "furriners" trim us like that?

This is how Boston has been selling insert cards during the last seven weeks:

May 6	1,244
May 13	596
May 20	287
May 27	186
June 3	236
June 10	2,014
June 17	873

R. P. COLLINS.

We say this is selling insert cards consistently. Who is going to take Collins' measure and beat these figures?

MEL. A. SHAUER.

"We sold 54,750 heralds, 714 window cards and 373 insert cards during the week of June 17th."

J. A. CLARK,
San Francisco Access. Mgr.

"For week of June 17th we sold 310 insert cards and 41 twenty-four sheets."

M. REHFELD,
Accessories Manager, Omaha.

"Victory Theatre, Cambridge, N. Y., up until
(Continued bottom of next column)

Schmitz and Gary Travel

"Mr. Gary (exploiteer) and myself spent three days commencing June 13th, in the following towns:

"Fond du Lac, Wis., Oshkosh, Wis., Green Bay, Wis.

"Succeeded in selling several thousand heralds in Fond du Lac and have a promise for ten frames and cards on the Fall product when sold.

"At Oshkosh was able to get a \$200 order to cover 10 insert cards and 10 frames, also 2,000 heralds on every production available for the same period of time. This exhibitor had never used any of these items. Also sold them the idea of using twenty-four sheets and have his agreement to use approximately 10 or 12 on our Fall product beginning the first of August.

"At Green Bay exhibitor agreed to use 2 ones, 2 three, 1 six, a set of 11x14s, slide and mats on all pictures. Also agreed to use either six or eight 24-sheets this Fall and I am going to help them get from 10 to 20 locations for insert frames.

"Later Mr. Gary and I visited Madison, Janesville and Kenosha, Wis. In Madison sold 4 to 6 twenty-fours on the largest production of each week starting the first week of July. Also sold 200 window cards on the only picture available and from two to four thousand heralds on each picture. We showed this exhibitor how it could be done by helping him distribute the window cards (IS MATRIMONY A FAILURE?) and by enclosing heralds in novelty imprinted envelopes reading "For Married People Only," which was Mr. Gary's idea of how they would attract most attention.

"In Janesville secured promise for the use of additional 24 sheets for the Fall, altho this exhibitor is using all styles of advertising in large quantities now.

"In Kenosha sold the manager the idea of using 20 gilt frames which he had discarded and also have been assured of the sale of a number of 24 sheets on the Fall productions.

"Personally, I think these trips were wonderful from the standpoint of creating good will with the exhibitor, giving him many suggestions and becoming better acquainted personally."

A. N. SCHMITZ,
Milwaukee Accessories Manager.

last week used 1, 2 or 3 one-sheets and slide on all features. We have just entered a standing order for 10 1-sheets and slide on every production.

"Convention Hall, Alexandria Bay, N. Y., used 5 1-sheets with the usual photos and slide on every picture. The same order stands for all program features with an additional 10 1-sheets for every special.

"The above represents two more accounts who have taken advantage of the QUANTITY PRICE SCHEDULE.

"Not much 'tis true, but every little bit counts."

J. B. RUANE,
Albany Accessories Manager.

A Publicity "Broad-Cast"

Members of the organization see Paramount publicity every day in newspapers and magazines and undoubtedly have often wondered how it was done. They were given a good demonstration Wednesday, June 21, when the announcement of the formation of the Paramount Stock Company and School was printed in practically every daily paper in the United States and Canada.

Mr. Zukor's announcement of the formation of the Stock Company and School was the biggest publicity smash that has been put over in the motion picture industry in years.

The story was given out by Mr. Zukor on the afternoon of Tuesday, June 20, and by the end of the week had appeared in all daily papers and trade papers, and was scheduled for publication in all the "fan" magazines. Sunday feature stories with mats or photos had also been sent out to several hundred newspapers.

Any reader of English north of the Rio Grande who follows newspapers who missed the first story will probably see it before the end of next month in the form of a Sunday article or a special story in Sunday editions and magazines.

Here is the way it was done by the Publicity Department under the direction of Charles E. McCarthy:

On Monday, June 19, Mr. Zukor sent word to representatives of all the New York daily newspapers, the Associated Press, United Press and International News Service, the "fan" magazines and trade magazines that he would have an important announcement the following afternoon. Arrangements were made by the Publicity Department for giving out the story simultaneously at Los Angeles.

The complete stories, with copies of the rules and the prospectuses were handed to all the representatives of the press who appeared at Mr. Zukor's office. He freely answered all questions.

The following day all the New York morning papers carried big display stories on the announcement. These were followed up by more stories in the evening papers. Similar stories had been sent out by Associated Press, United Press and other news services, and these were used throughout the country. The Los Angeles papers gave the announcement front page space and hailed the move as the answer of the industry to the demand of Will H. Hays for better pictures.

A condensed version of the story was cabled to the London office by the Foreign Publicity Department under Mr. Geyer and given out from our London office.

Later in the week full-page display stories appeared in all the trade papers. All of them carried editorials strongly endorsing the plan as one of the greatest moves ever made for better pictures.

On Thursday, June 22, the day following the first announcement, at a conference of representatives of all the leading civic organizations in the East Will Hays commended the plan and distributed copies of the rules and the prospectuses to all those present. He also ordered 75,000 reprints of the article which had appeared in the *New York Times* for distribution among civic organizations throughout the country.

In addition, the Publicity Department sent direct from the Home Office to 700 newspapers which are regular users of Paramount publicity, copies of the story and the booklets.

Claud Saunders and his Exploitation Department co-operated to the utmost. Copies of the booklets and rules were sent to all his men with instructions that they obtain expressions of approval from civic organizations in their territory. They also aided by placing Sunday feature stories, some with photos, others with mats, in all the papers in their territories. The mats were five-column layouts.

Tell this to your exhibitors.

Big Town News

F. V. Greene—Correspondent

Although regretting to leave the congenial environment at the Washington Exchange, where he kept busy as a first class booker, Hugh Weiman says he has been trying for years to get back home, which is New York, and now that he is all set in the Booking Department of the New York Exchange, he finds that congeniality can also exist elsewhere and describes himself a happy man. That Mr. Weiman was thusly transplanted doesn't seem to hurt the feelings of the New York Exchange in the least.

Another newcomer in the New York Exchange Accounting Department is Miss Harriet Wells, who diligently operates one of the bookkeeping machines.

We welcome Miss Betty Press, the new stenographer to Mr. Kussell, sales supervisor of the New Jersey Division, at the New York Exchange.

Coming from Realart, where he worked in the same capacity, Joseph Becker made such an excellent record while in charge of shipments in the film room of the New York Exchange that his efforts have been duly recognized and now he has been promoted to work on the booking records in the Booking Department.

Joseph is most enthusiastic over his new duties, and it is safe to say that those in the Booking Department—especially the feminines—are enthusiastic over Joseph.

The Famous Forty-One

Now that the "Forty-One Without a Single Alibi" slogan has taken root, Herman Wobber, District Manager at the West Coast, comes along with a brand new idea.

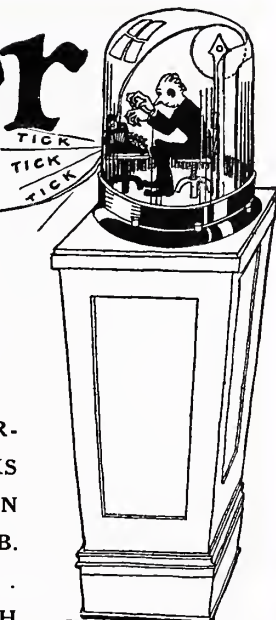
It's a good one, too.

He has just discovered that there are forty-one salesmen in Division three.

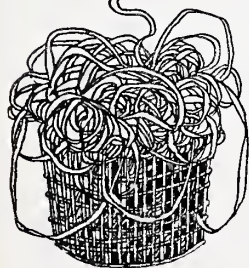
So henceforth, Division three will apply the slogan to the salesmen as well as the productions.

"Forty-One Without a Single Alibi."

Pep's Ticker



LASKY ARRIVES FROM EUROPE TOMORROW . . . E. E. SHAUER AND JOHN HICKS SAIL ABROAD THIS THURSDAY . . . BON VOYAGE . . . O . . . O . . . O . . . HERB. KRAUSE PAID US A VISIT LAST WEEK . . . FRANK BLAKELY, OF OUR LITHOGRAPH DEPARTMENT, WAS ALSO ON A VISIT LAST WEEK . . . PARAMOUNT WEEK CONTRACTS ARE BEGINNING TO POUR IN . . . MANSLAUGHTER NOW BEING EDITED AND CUT . . . X . . . Y . . . Z . . . STANDING OF EXCHANGES ON PARAMOUNT WEEK TO BE GIVEN IN PEP STARTING MIDDLE OF JULY . . . BENJAMIN BLOTCKY APPOINTED BRANCH MANAGER AT KANSAS CITY . . . CLAUD SAUNDERS WAS AWAY FOR TWO DAYS LAST WEEK ON BUSINESS . . . LACEY JOHNSON, OF R. E. DEPT., WILL ACCOMPANY AUSTIN KEOUGH, OF LEGAL DEPT., TO DETROIT THIS WEEK . . . BOB McINTYRE TRANSFERRED TO FOREIGN DEPT.—SAILS FOR JAPAN IN JULY . . . SEE STORY NEXT WEEK . . .



One Thing Worse Than A Quitter—

Denver Darts

By Rick Ricketson

The reported quiver of the earth a few weeks ago was our own "Babe Ruth" Grainger, the blushing primrose youth of New Mexico fame, driving his first golf ball.

His comment that followed was impressive, although not printable.

And it was all in preparation for the event, which men of national prominence have predicted would come before normalcy could again be expected—the Denver Paramount Golf Tournament.

The Board of Censors have ordered the old world to stop dead in its tracks. President Harding has requested that it be played in some other country. The Senate will adjourn for the occasion and Conan Doyle has ordered the dead to turn over in their graves.

There will be two flights before the general one. "The Paid Up Board Bill," which will be the championship tilt and the "Please Remit" for the tenderfeet.

A beautiful film can, solid tin, in the way of a trophy, will go to the winner in the championship or "Paid Up Board Bill" flight, while the victor in the "Please Remit" round will be awarded Harry Antin's (our salesman in Zone 1) moustaches.

The entries to date are "Chick Evans" Braly, "Walter Hagen" Wilson, "Francis Ouimet" Dickinson, "Jock Hutchinson" Grainger, "Jim Barnes" Nicholson, "Ted Ray" Reed, and a bunch more, equally famous.

The lucky club which will have the privilege of winning everlasting fame by entertaining this tournament has not been announced. A medal score of six Paramount Week pledges has been set to qualify.

Paramount Gets a Trimming

A combination of First National and a very bad case of stage-fright was successful last Saturday in defeating the home team and, sad to relate, also broke a long-existing tie for first place between Paramount and the Franchisers. First National now holds an undisputed lead in the Motion Picture Baseball League.

Mahon pitched a good game of ball, allowing only four hits and fanning seven of the Franchisers in the seven and two-third innings in which he worked. Whelan finished the game for Paramount and struck out the four men who faced him. Cassidy, catcher for Paramount, not only handled Mahon's and Whelan's offerings in great style, but also figured largely in the only scoring Paramount did in the game.

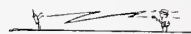
A Unique Gift



When Johnny Hicks arrived a month ago from Australia to confer with E. E. Shauer, he brought with him one of the most unique little gifts received by Mr. Shauer in a long time.

It is a beautifully engraved silver letter opener in the shape of a boomerang. On the handle is the reproduction of a kangaroo on its haunches.

As can be seen in the photo, it was presented to Mr. Shauer by Mr. Stuart Doyle, General Manager of the Union Theatres, Ltd., Sydney, Australia.



St. John, N. B.

R. M. Carson—Correspondent

The office was the scene of much sobbing and weeping a few weeks ago, the cause of it all being the departure from this City of Mr. Ernest Whelpley, who was transferred to the Chicago office.

Mr. Whelpley was tendered an elaborate banquet by the employees of the office and after everyone had partaken of an excellent repast, "Ernie" was presented with a handsome wardrobe trunk, which no doubt he will make good use of. We certainly miss "Ernie" around the office; however, we realize that our loss will be Chicago's gain. We extend our most sincere wishes for Mr. Whelpley's success in his new field.

Our Booker, Mr. Ralph Thorne, was recently promoted to Office Manager. We wish to congratulate Mr. Thorne on his promotion and to assure him of the hearty co-operation of the entire office staff. One of the first things he did was to set up a prize for the office for the one who shows the greatest improvement, or the most efficiency in their Department during our Summer Contest.

Mr. Kerr, our Accessories Clerk, appeared at the office "all dressed up" one day this week. He stated he secured his new togs on the strength of the Accessories prize which he plans on winning during Paramount Week in September.

Is The Fellow Afraid To Begin

Peppointed Paragraphs

By Jad

Now that Buffalo has decided upon likening their Paramount Week efforts to a horse race, we can call their salesmen PARA-MOUNTS.

Remember, a sale is a pledge of service. See that your pledge is not broken.

Disdain petty anti-Paramount propaganda. Remember, sticks and stones are thrown only at fruit-bearing trees.

Your superiors are always right until proven wrong. They will be the first to admit their mistakes.

Salary should be an incident in your weekly work, not an event. "Salary Grabbers" are usually "order takers."

A contract is not successful until all the pictures have played and a new contract obtained.

Successful exhibitors are not unfair. The question is "How many unsuccessful exhibitors are there in your zone not using Paramount?"

"Turn the other cheek" to unfair competition by selling fairly.

A "Gentleman" is one who is considerate of others in speech, action and appearance.

Selling is the science of applied logic. There are forty-one reasons why the first six months of next season should be "World Beaters."

We should have all "Lady Bookers." No trouble then of making dates with exhibitors.

In selling, your product should be your "Lead Off," your personality should be your "Ace in the hole."

If the fruits of your sales are expected to ripen you should get a date with every picture. We don't care a fig for them otherwise. They are lemons.

Presidents in the making depend upon the common people for support. Remember this when in contact with the small town exhibitor.

You'll Be Proud To Sell

(Continued from second page)

the man she wants—and in the way she gets him, when he doesn't want to be captured, you have your story."

Penrhyn Stanlaws is doing big things for "Pink Gods," with a cast that includes Bebe Daniels, James Kirkwood, Anna Q. Nilsson and Raymond Hatton. Spectacular diamond mine stuff and a lot of good melodrama are promised in this one.

If you ask Mr. Stanlaws how the production looks he shrugs his shoulders and says, "Pretty fair, I guess."

Mr. Stanlaws' attitude toward his pictures is like a golfer's attitude toward his game. When you ask a golfer how his game is going and he answers "Rotten," you know he is getting along about as usual.

When he says "Pretty fair," you know he is shooting his best game yet.

So expect the best Stanlaws yet, in "Pink Gods."

Dorothy Dalton has finished "The Siren Call," a great North Country story, much of which was shot in the Yosemite Valley, and has plunged into "On the High Seas," in which Jack Holt and Mitchell Lewis have a great knockdown and drag-out fight on the deck of a derelict ship, with Dorothy Dalton as the prize.

Irvin Willat is putting the box-office punch into all of these new Dorothy Dalton pictures.

Probably no director works harder to please the Sales Department and the exhibitors than does George Fitzmaurice.

Every Fitzmaurice picture is a beautiful picture and in "To Have and To Hold" he has an unusual combination—beauty and action. Betty Compson, Bert Lytell and Theodore Kosloff are in the cast, and that's about all that is necessary to put in the electric lights in order to get the crowds.

It's a fighting picture—this "To Have and To Hold." Los Angeles fencing masters are getting rich teaching swordsmanship to the principals, for every fight is a real one. There's no simple criss-crossing of swords and a lunge and a fall in this show. When Lytell starts after Kosloff it's a real sword battle. The biggest scrap of all will be shot last. The plan is to make this a rearin', tearin' cut and jab sword fight and they're going to shoot everything else before they take a chance on putting a couple of first class actors in hospital beds.

They have built a good-sized navy for the sea scenes, which include a shipwreck, a pirate battle and the landing in Jamestown of the shipload of beautiful girls sent from England to be wives of the American settlers.

The usual idea of a costume picture is a lot of grand lords and ladies acting dignified, but there's nothing slow about "To Have and To Hold."

"More things happen in this picture than any I ever played in," Bert Lytell said this afternoon. "Yesterday they threw me in the ocean at Balboa and pulled me out again and tomorrow Miss Compson and I are tossed overboard up in Bear Lake. Who said this was a dignified story?"

**TACT IS TO A SALESMAN WHAT
A PLANE IS TO A CARPENTER —
IT ENABLES HIM TO SMOOTH DOWN
THE ROUGH PLACES!**





It's Thrills They Want

"Thrills Will Always Lead in the Determining of Box-Office Values," Says Director Fitzmaurice

George Fitzmaurice, who is now producing "To Have and To Hold," is one director who denies that "punch" scenes are not real drawing cards—that what the picture-going public wants to see is quiet, human stuff, pathos, comedy, "drawing room drama," and that "punch" pictures appeal to but a restricted clientele.

"Not at all," says Fitzmaurice. "There is nothing more elemental in the world than the love for a thrill. Theodore Roosevelt is but one of a dozen world figures who have found relaxation from world problems in a gripping detective story. And at every boxing match of consequence you see world leaders, men eminent in all walks of life, gathered for pure love of a red-blooded, man-to-man struggle.

"'To Have and To Hold' is a fighting picture. In its succession of struggles, in its sharply defined hero, heroine and villain, it possesses perennial youth, will always have power to attract. People are certain to love the sword play between Captain Percy and Carnal; they will rise off their seats when the former bests three for the command of a pirate ship; they will shiver in delicious anticipation as the fuse burns nearer and nearer the powder magazine of the pirate craft which eventually explodes, and they will sympathize with Jocelyn and Percy as they travel the rocky road of love and will rejoice in the final exciting series of events which result in their reunion at the English court. That is my prediction, based upon long and careful study of audiences and their reactions.

"Thrills most certainly have a box-office value. I have used this one picture as a specific illustration, but there are many others. Wallace Reid first became a national screen figure because of his great fight in 'The Birth of a Nation.' Bill Hart's daring made him a fortune. Audiences received a real 'kick' when Conrad Nagel climbed down among the crocodiles in 'Fool's Paradise.' And there are a score of other instances.

"Naturally, the quiet, subtle drama has its place—and it is quite often enjoyed by the very same audiences. But take a group of tired people, individuals who want to enjoy and relax without thinking too much, to get their entertainment right smack between the eyes—and you'll find them attending a show which gives them thrills, something that the eye gets quickly and transmits instantly to the brain cells. Thrills will always remain a principal source of income to the motion picture exhibitor."

Lasky Arrives Tomorrow

Jesse L. Lasky, who has been in Europe for the past five or six weeks on a combined business and pleasure trip in which he has interviewed a number of prominent European authors regarding plans for future productions, will arrive in New York tomorrow on the Majestic. He will stay in the city a few days before leaving for Hollywood.

Our Friend Jacqueline



Jacqueline Logan

Folks, this is Miss Jacqueline Logan with whom you will soon become acquainted after seeing George Melford's production, "Burning Sands."

Miss Logan plays the part of a French danseuse.

Out for a Jaunt



Bebe Daniels

Bebe Daniels, during lunch hour, mounted the fence rail outside of our West Coast studio and said that she was going to make the board walk.

After seeing Miss Daniels' performance in "North of the Rio Grande," we are convinced she will have no trouble with anything that rides.

PEP 

Doing It Right

Neil McCarthy, Los Angeles Attorney, Acts as Technical Director for Court Room Scenes in Cecil B. DeMille's Production, "Manslaughter"

During the filming of Cecil B. DeMille's current picture, "Manslaughter," Neil McCarthy, of Los Angeles, former counsel for Famous Players-Lasky Corporation and at present legal representative for Mr. DeMille, was called upon to serve as technical adviser for the entire sequence of court room scenes which form such an important part of the story.

In this rôle, Mr. McCarthy instructed Thomas Meighan in the duties and actions of a district attorney prosecuting a manslaughter case; Leatrice Joy as the defendant of the action; George Fawcett as the judge trying the case; Julia Faye as the state's chief witness; and Edward Martindel, Lucien Littlefield, Clarence Burton, Edythe Chapman and John Milern in matters of court room routine.

That all details of this elaborate court room might be technically correct in matters of construction, costume and equipment, the producer previously dispatched his assistant, Cullen Tate, to New York for the purpose of collecting pictures and data on the courts of that state as well as the women's prisons which also play an important part in the story.

Working from this extensive collection of data, Paul Iribe designed a court room that is an exact reproduction of an actual judiciary chamber. In this connection, even the office of the district attorney was copied entire from a similar office in use in New York.

Jack Giddings, Screen Dare-Devil, Added to Cast of "The Young Rajah"

Jack Giddings, who has dared death thousands of times in thrilling serial stunt work, has been signed to play one of the heavy rôles—the part of Slade—in Rodolph Valentino's new picture, "The Young Rajah."

The climax of this rôle is a forty-foot fall out of a window to the ground, in which fall Slade supposedly meets his death.

Giddings has just completed his work in Irvin Willat's production, "On the High Seas," with Dorothy Dalton and Jack Holt in the featured rôles.

Production Precedents Broken for "Burning Sands"

George Melford's recently completed production, "Burning Sands," which features Wanda Hawley and Milton Sills, is said to furnish a demonstration not only of efficiency but of the great scale on which things are done these days in motion pictures.

One of these was the building of a complete tent city large enough to accommodate 400 people, and its conduct for nearly three weeks, without mishap or delay, except that occasioned by cloudy days and a sand-storm. This city, laid out according to the best military practice rose in quick order under the direction of Production Superintendent Tom White, who was in charge of sanitary arrangements, food supplies, lighting, etc. The location of this camp was on the sand dunes near Oxnard, Ventura County, sixty miles from Los Angeles.

The other project was the artificial lighting for night scenes of an area two miles square, said by Leo Green, manager of our Electrical Department, to be an unprecedented feat. This was accomplished by the co-operation of Mr. Green and Bert Glennon, chief cameraman of the Melford production unit. The set, built at the Lasky Ranch, represented a great Arab encampment on the Libyan desert. Current for the light was furnished by six power wagons, aggregating 4,650 amperes, the voltage varying between 110 and 125.

The equipment used included 12 "sun-arc" lamps, 20 spotlights, two automatic "baby" arcs, and 40 "broad-sides," which were operated by twenty men. The main street of the set was $1\frac{3}{4}$ miles long, and it was only by the use of a system making absolutely efficient use of the equipment and current, which has been perfected by the Lasky electrical department, that even this amount of amperage could be spread over such a large area.

The immensity of these scenes of the night battle, and the fact that night lighting of a set of this size is a real feat of engineering and photography can hardly fail to be appreciated by all who see the picture, even those who have the least understanding of motion picture problems.

The Rambler in Paramount Town

By Shirk

Charles Eyton is back at his desk in the Lasky Studio. The genial General Manager has been on a trip to China, accompanied by Mrs. Eyton, professionally known as Kathlyn Williams, and both had a fine trip and a nice rest. Victor H. Clarke has occupied the post of general manager during Mr. Eyton's absence, to the satisfaction of all. Kathlyn Williams will start work soon in "Clarence," a William deMille production in which will also be seen Wallace Reid, Agnes Ayres, May McAvoy and others.

Like a lot of boilermakers at work was the effect of the fight scene in "The Ghost Breaker" when a lot of armored men attempt to catch Wallace Reid, the star, and get into a scramble among themselves. One can easily believe that when some of the old-time battles were fought in the days of chivalry, they could be heard miles away as the men in armor came together. Alfred E. Green is directing "The Ghost Breaker" with Lila Lee supporting Wallace Reid.

Cecil B. DeMille has finished "Manslaughter," and if appearances are any criterion it should be a world-beater. All the beauty and drama and thrill, all the love interest and sentiment, even including situations which beget a laugh, seem to be involved in the plot of this masterful picture drama adapted by Jeanie Macpherson from Alice Duer Miller's story. Thomas Meighan, Leatrice Joy, Lois Wilson, John Milten, George Fawcett, Julia Faye, Edythe Chapman, Jack Mower, Dorothy Cumming, Casson Ferguson, Mickey Moore, James Neill, Sylvia Ashton, Raymond Hatton, Mabel Van Buren, Ethel Wales, Dale Fuller, and last, but not least, "Teddy" the dog—all appear in the marvelous cast.

Even if the sun was casting a broiling heat upon the stage roofs of glass, the cast of "The Old Homestead," directed by James Cruze, had a little winter all their own on the set. It was the auction scene where the effects of Uncle Josh and Aunt Matilda are sold and outside the snow was falling steadily. As soon as they were through with a scene the actors hastened for ice water and a palm leaf fan. Such are the peculiarities of the motion picture business!

"Pink Gods," the Penrhyn Stanlaws production featuring Bebe Daniels and James Kirkwood with Anna Q. Nilsson, Raymond Hatton, Robert Cain and other noted people in support, is getting along famously. They say Bebe Daniels is doing remarkable work as the girl who becomes diamond-mad. Color and romance and the fascinating background of Kimberley and the diamond mines of South Africa afford the artistic director with many splendid chances to prove his ability as a producer of photo-plays that thrill and hold and yet contain a strong element of beauty throughout.

Irvin Willat is a genius at getting striking photographic effects and highly dramatic scenes into his productions and "On the High Seas," which he is doing, with Dorothy Dalton and Jack Holt featured and Mitchell Lewis presenting one of his famous character rôles, is no exception to the rule. Some of the scenes at sea on board the ship, depicting a fire, etc., are sufficiently thrilling to keep the spectator on the edge of his chair and at the same time the love element is carefully interwoven.

(Continued on next page, second column)

Looking it Over



Irvin Willat

Irvin Willat, who has just completed "The Siren Call," featuring Dorothy Dalton, is here shown giving the call board the once over, prior to his starting the day's production activities.

Mr. Willat's "The Siren Call," promises to be a wonderful picture and we are all anxiously awaiting its arrival for a preview.

De Mille Finishes "Manslaughter"— Big Production Now Being Edited

Setting a speed production record excelled only by his preceding picture "Saturday Night," Cecil B. De Mille has completed the filming of "Manslaughter," with Thomas Meighan, Leatrice Joy and Lois Wilson in the principal rôles.

"Manslaughter" was officially launched on May 1. Inasmuch as previous De Mille productions have frequently required ten or twelve weeks to film, the record on "Manslaughter" speaks highly for the efficiency and co-operation of the present production system.

Cutting and titling of this picture will occupy the attention of the producer and scenarist for several weeks to come. Following the actual filming of the picture, Cecil B. De Mille hastened to his mountain ranch for a much-needed three-day vacation. His return was the signal for the beginning of the second phase of work on the picture.

Something Nice for Summer, Girls



Lois Wilson

The photo shows Miss Lois Wilson wearing an orchid net gown and cape; skirt and cape stitched in narrow picoté ribbon. Collar, banding and girdle of looped ribbon, which is a very new idea and is to take the place of the usual summer fur. Hat of pink georgette crêpe with streamer or orchid taffeta. This gown was designed by Ethel Chaffin, our designer at the West Coast.

Deck of Ocean Liner Reproduced

A complete cross section of the deck of a modern ocean liner has been built in the studio for the fire and sinking scenes in "On the High Seas," Irvin V. Willat's melodramatic production.

This structure which represents the best mechanical skill of studio technical craftsmen and decorators, is a reproduction of the section of the deck of the liner used by Willat for some of the scenes made in the studio, where lights and other paraphernalia were available. The ship structure is so arranged that it will list to one side and ship water, as if about to sink. It is equipped with cabins, davits, lifeboats, ventilators and other typical deck construction. In a haze of smoke the panicky passengers are put into the lifeboats and lowered to the water below.

Some Orange Queen



May McAvoy

A peach to be queen of the oranges!

May McAvoy, performing some of her duties as Queen of the Annual Valencia Orange Show at Anaheim, California. Though Miss McAvoy is one of the smallest and daintiest girls of the screen, she is not quite small enough to be put inside an orange rind, like the wife of "Peter, Peter, Pumpkin Eater!" Neither do the oranges grow quite so large, even in California.

The answer is that the photographer simply will have his little joke.

Her Latest Photo



Gloria Swanson

Miss Gloria Swanson is here shown on the balcony of our Paris office on the Champs-Elysees, holding the bunch of roses presented to her by our feminine staff there.

Miss Swanson has returned and is now at the West Coast busily engaged in making "The Impossible Mrs. Bellew," under the direction of Sam Wood.

Those Eyes



May McAvoy

You'll have no trouble in recognizing these eyes of May McAvoy.

Her facial expressions are little short of wonderful in this little star who leaped into prominence over night. She is also possessed of a charming personality and is extremely popular among our family at the West Coast as well as having a large fan following.

The Rambler in Paramount Town

(Continued from preceding page)

"The Young Rajah," Rodolph Valentino's new Paramount picture which Philip E. Rosen is directing, has many fascinating situations and gives the athletic star a chance to show his metal. Wanda Hawley is the pretty leading woman. Mr. Valentino, by the bye, is spending all his spare time lately with boxing gloves, fencing foils and a medicine ball—that is, whenever he isn't riding horseback.

"The Impossible Mrs. Bellew" has taken Sam Wood and company to San Francisco to do special scenes for the picture at Burlingame, the fashionable suburb of the Golden Gate city. Gloria Swanson, the star, having just arrived from Europe, went traveling again almost before she had a chance to get used to pavements and motor cars again, having been journeying either in a steamer or a train for the last several weeks.

"To Have and To Hold," the George Fitzmaurice production featuring Betty Compson and Bert Lytell, with Theodore Kosloff, W. J. Ferguson, Raymond Hatton, Adolphe Menjou, Walter Long, Fred Huntley, Clair duBrey, Anne Cornwall, Arthur Ransom and others, in the strong supporting cast, is temporarily at Balboa again doing pirate ship scenes. Ouida Bergere made a powerful picture drama from the novel by Mary Johnston and it is certain to prove a vigorous and colorful entertainment of a very vital period in American history.

When You are in a Pinch—Smile!



The Pepville Gazette



Vol. 6. No. 52

MONDAY, JULY 3, 1922

Price: You Know

THE PEPVILLE GAZETTE

PUBLISHED WEEKLY

Entered at the Postoffice through the Mail Slot

Editor's Office:
9th Floor Rear

Weather: Fair—For A Wonder

Not What She Meant
"Bridget, these boiled eggs are perfect. You must stay and cook our eggs forever."
"Yez wouldn't like them that hard, mum."

The only time a woman ever takes a joke is when she takes one to the altar.

The Lively Coin
Dollar—Insignificant Nickel, I'm just twenty of you.
Nickel—I should worry. I go to chapel every Sunday.

The Specification
Gloria—How do you like Jim?
Marie—All right, only he's too blamed tight.
Gloria—Oh, I don't think so—to dance with.

Can't Stop Joe



What a Smile Will Do



THE EXHIBITOR WELCOMES THIS CHAP WITH A SMILE—FOR HE SELLS PHOTO-PLAYS THAT ARE REALLY WORTH WHILE

IN MANNER CONVINCING, HE SHOWS HIM THE BEST—AND ASSURES HIM THESE PLAYS WILL WEATHER THE TEST

WELL—UH—I DON'T KNOW—UH—THE PRICE—
WELL—I DO! IT'S THE BEST OFFER YOU'VE EVER HAD!
SHALL I SIGN IT?
HE DIDN'T NEED IT

SO LONG MR. EXHIBITOR—SEE YOU AGAIN SOON
—ALWAYS GLAD TO SEE YOU.

WHEN HE MEETS WITH OBJECTIONS, HE SIMPLY GRINS—REDOUBLES HIS EFFORTS; EVENTUALLY WINS

THEN LEAVES WITH A SMILE—AND A CONTRACT TOO—AS ANY PARAMOUNT—SALESMAN WOULD DO

OUR BOY "PROPS"

They Were Mild



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